



VINTNERS

36th Annual Valley of the Moon VINTAGE FESTIVAL

The Sonoma
Index & Tribune
SUPPLEMENT

OFFICIAL PROGRAM September 24, 25, 26, 1982

Volunteers

The Vintage Festival celebration could not be the success that it is without the aid and assistance of the numerous volunteers who donate time, energy and money to the fund raisers and the festival itself.

This list of volunteers may have several omissions. Any oversights are regretted by the Valley of the Moon Vintage Festival Association Board of Directors.

Al Alberda, Gladys Jackson, Paula Athanson, Cindy Stahlbaum, Charles T. Walter, Wally Sides, Barbare Berthenier, Robert Evans, Shari Witsch, Roger Witsch, Jeni Stahlbaum, El Rosendahl, Mary Bailey, Lucia Felder, Marvin Campbell, Girl Scouts, Valley of the Moon Riding Club, Tom Stahlbaum, Gerry and Sylvia Manley, Elaine Sheffer, Burt Jones, Jim Hyde, Alan Davidson, Gail Davidson, Jeanine Ackley, Sonoma Marketplace Merchants Association, Beverly McCombs, (The Triple Tree), Bill and Bonnie Roberts, (Mission Sonoma Realtors), Ken Niles, (S & N Co.), Gail Crosby (S&N Co.), Dave Chavoya and the Schellville Southside Blues Band, Plaza Liquors, Carol Sharp, Hunt Sharp, Charlie Cook, Lillian Smith, El Rosendahl, Gil Britt, Muriel Clark, Isabel Reinicker, Sandy Martindale and Barbara Broderick.

Parade judges

Judges for the 1982 Vintage Festival parade, scheduled for Sunday at 2 p.m., include Alan Davidson, Jeanine Ackley and Amy Gordon.

Six out-of-town guests will serve as judges for the children's parade, which will be held Saturday at 10 a.m. They are Mr. and Mrs. Michael La Porte of South San Francisco, Mr. and Mrs. Charles A. Koffler of San Leandro, and Mr. and Mrs. Paul Ortega of Oakland.

Master of ceremonies for the children's parade will be Sonoma's Darrel Ross. Jon Waylon, disc jockey for radio station KNEW in San Francisco will serve as emcee for the general parade on Sunday.

Festival booths

Sonoma Valley non-profit organizations and clubs contribute to the Vintage Festival each year by manning and supplying food, game and entertainment booths, which are maintained in the plaza area.

Groups sponsoring booths this year include Women of the Moose, children's games; Sonoma Valley High School Booster Club, hot dogs and french fries; St. Francis Parents' Club, popcorn, sno cones, cotton candy, hamburgers; Valley of the Moon Boys' and Girls' Club, photography booth; Mayacamas Valley Fire Department, Barbecue spareribs; Adobe Grange, tacos, corn on the cob; Boy Scout Troop No. 10, Salami throw; Shining Examples, stained glass art.

Valley of the Moon Lions' Club, ball throw game; Sonoma Community Center, sandwiches; Sons of Italy Lodge No. 1959, Spaghetti and french bread; Catholic Community Services, wine tasting, cheese and bread; Sonoma Trails Committee, donuts, coffee and trail mix; Sonoma Valley Art Center, arts and crafts; Sonoma Lioness Club, apple pie a la mode.

Also signed up for booths this year at the time this special edition went to press were the Boy Scout Troop 181, National Council on Alcoholism, the Sonoma Valley Lions' Club and the Church of Latter Day Saints.

At Community Center

276 E. Napa St.
Both Saturday and Sunday

Flower Show

(Auspices of the Valley of the Moon Garden Club)

Garden Display

Country Kitchen

Display of Gems and Rocks
(Valley of the Moon Gem and Mineral Club)

Arts and Crafts Displays

All activities at the Center will be from
10 a.m. to 5 p.m.

Information center

Located on the northeast corner of the plaza.
(Staffed by members of the Soroptimist Club)

The hometown parade

One of the Vintage Festival highlights is the old-fashioned Hometown Parade, which will take place around three sides of the Plaza on Sunday, beginning at 2 p.m. Just find a spot anywhere on the east, west and south side of the Plaza and you'll have a front row seat along the line of march. Prizes will be awarded in a variety of categories.

Window displays

A free map of businesses participating in the annual Vintage Festival window display contest is available in the plaza at the Information Booth during the two-day festival.

For the second year in succession, a perpetual plaque will be awarded to the window judged number one overall. That plaque will be displayed by the winning merchant in his or her store for one year.

Categories of competition include Historical - a) individual or b) group or antique shop; Indian; Commercial, in which the participating business creates a window decor showing how that particular business would have looked 100 years ago. There is also a category for stores who wish to participate but who do not wish to be judged.

Mule wagon rides

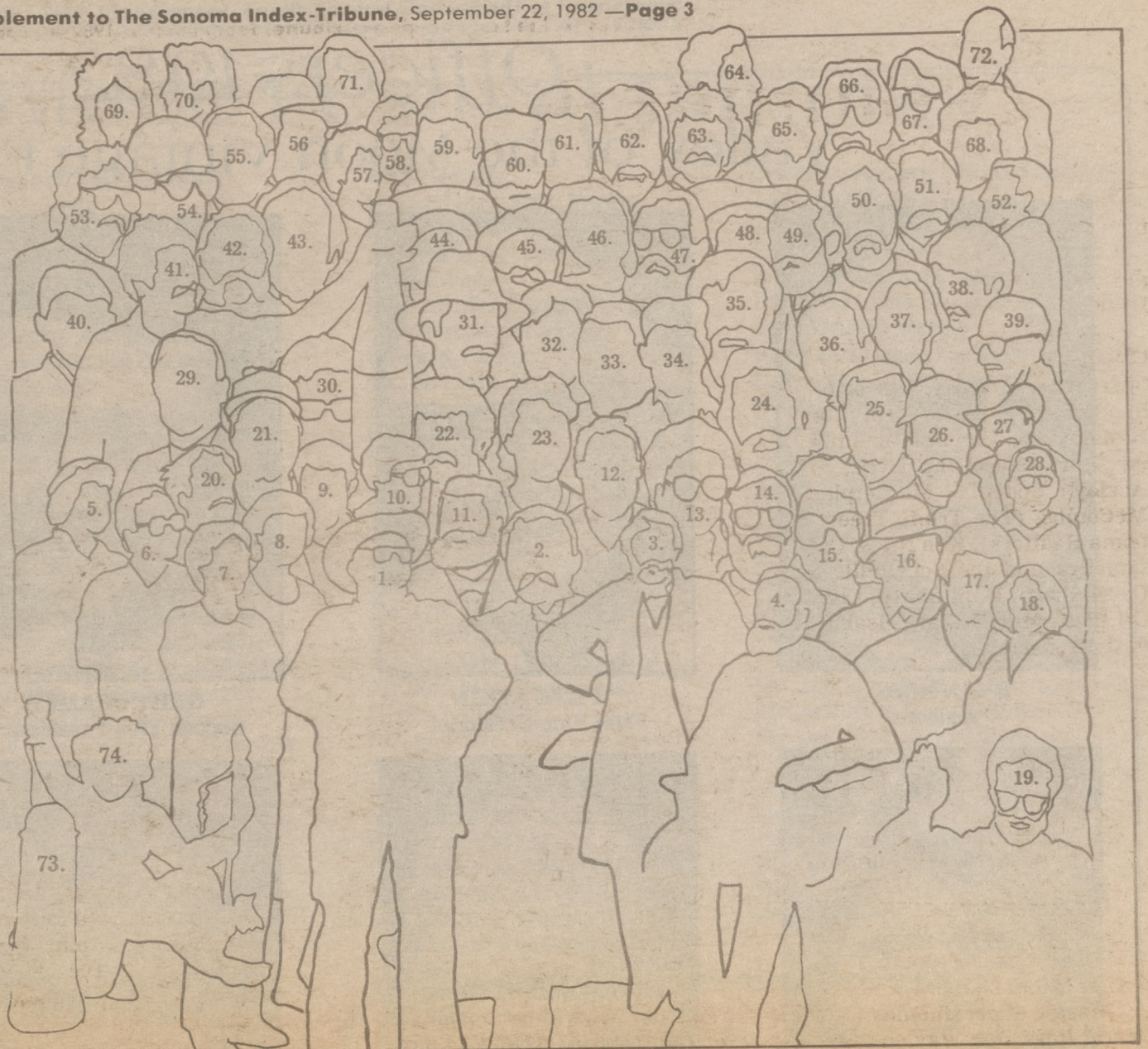
There will be a mule-drawn wagon ride around the Plaza both days. The ride will pick up its passengers at the northeast corner of the Plaza for a ride around the square. The wagon will operate from 11 a.m. to 5 p.m. on Saturday and from 11 a.m. to 2 p.m. on Sunday. Tickets are 75 cents per person.

Festival's honored guests

Invited to be honored guests at the Vintage Festival's Blessing of the Grapes on Saturday are President Ronald Reagan, U.S. Senators Alan Cranston and S. I. Hayakawa, Governor Jerry Brown, Congressman Don Clausen, State Senator James Nielsen, Assemblyman Don Sebastiani, Sonoma County First District Supervisor Robert Adams,

Mayor of Sonoma Jerold Tuller, and Sonoma's eight honorary alcaldes - Henri Maysonnave, August Pinelli, Jerry Casson, Robert M. Lynch, Dan Ruggles, Dr. Paul and Mrs. Adele Harrison and the current alcalde Gail Fehrensens.

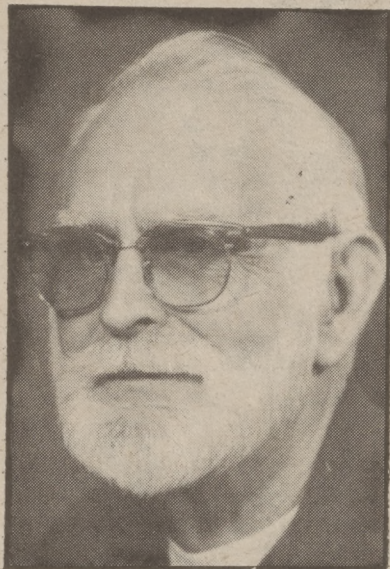
Who's on the cover?



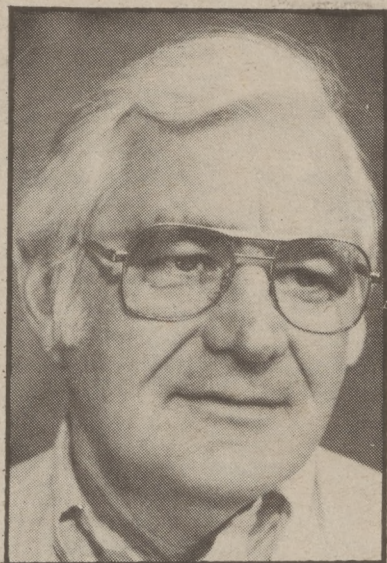
1. **AUGUST SEBASTIANI**—Patriarch of the famed, family-owned Sebastiani Vineyards, Sonoma, from 1944 until his death in 1980.
2. **GIOVANNI PAGANI**—Italian immigrant who in 1906 founded, along with his brother, Amadeo, the Pagani Brothers Winery, Kenwood, now the site of Kenwood Winery and Vineyards. The two operated the winery up until Prohibition in 1919.
3. **AGOSTON HARASZTHY**—The celebrated "Father of California's Viticulture" who founded Buena Vista Winery, Sonoma, in 1857 and operated it until 1866.
4. **JAMES DRUMMOND**—Retired English army captain who came to Sonoma Valley in 1879 and four years later, became the first person to make a commercial varietal wine from the Cabernet Sauvignon grape. He quickly achieved a statewide reputation for his experimentation with grape varieties, growing hundreds on his ranch in Glen Ellen, which is now a part of the Kunde family ranch. His "Dunfillan" wines won gold medals in international competitions, and he is credited with promoting Sonoma Valley wines and encouraging their entry into wine judgments during the late 19th century. Drummond died in 1889.
5. **JAMES BUNDSCHU**—President of the Sonoma Valley Vintners' Association and owner of Gundlach-Bundschu Winery, Vineburg.
6. **JAN HARASZTHY**—Treasurer of the Vintners' Association and owner of Haraszthy & Son Winery, Glen Ellen. He is the great-grandson of Agoston Haraszthy.
7. **SANDRA McIVER**—Vice-president of the Vintners' Association and owner of Matanzas Creek Winery, Bennett Valley.
8. **JAN BLASI**—Vintners' Association secretary and bookkeeper at Kenwood Vineyards, Kenwood.
9. **JIM CARTER**—Wine-maker, Sebastiani Vineyards.
10. **BOB ROBERTSON**—Wine-maker, St. Francis Vineyards, Kenwood.
11. **JULIUS DRESEL**—Rhine Farm (Gundlach-Bundschu Wine Co.) vineyard owner and manager who is credited with discovering a root stock which, when grafted with surviving vinifera grape cuttings, proved to be resistant to the Phylloxera louse pestilence that ravaged California vineyards in the 1870s. Dresel came to Sonoma Valley in 1858 and co-founded Gundlach-Bundschu Winery in 1861. He died in 1892.
12. **BRUNO BENZIGER**—Owner, Glen Ellen Winery, Glen Ellen.
13. **JOEL ROTHMAN**—Wine-maker, Buena Vista Winery.
14. **BILL McIVER**—Owner, Matanzas Creek Winery.
15. **MERRY EDWARDS**—Wine-maker, Matanzas Creek Winery.
16. **SAMUELE SEBASTIANI**—Founder of Sebastiani Vineyards in 1904, operating the winery until his death in 1944.
17. **SAM J. SEBASTIANI**—Current president, Sebastiani Vineyards.
18. **ELEANORA HARASZTHY**—Wife of Agoston Haraszthy.
19. **REV. MARTIN KNUTSEN**—Minister, Trinity Episcopal Church, Sonoma, who has often officiated at the Blessing of the Grapes ceremony at the Sonoma Mission, an event that formally opens the Vintage Festival celebration here each year.
20. **AL BRETT**—Former wine-maker at Buena Vista Winery, and later bottling and warehouse manager at Sebastiani Vineyards, up until his death in 1981.
21. **JOE MARTIN**—Owner, St. Francis Vineyards.
22. **MARTY LEE**—Vice-president in charge of marketing and promotion, Kenwood Vineyards.
23. **STEVE KISTLER**—Wine-maker, Kistler Vineyards, Glen Ellen.
24. **PHIL COTURRI**—Vineyard manager, H. Coturri & Sons Winery, Glen Ellen.
25. **RAY REID**—Vice-president and marketing director, Buena Vista Winery.
26. **MICHAEL BENZIGER**—Wine-maker, Glen Ellen Winery.
27. **RENE LACASIA**—Senior vice-president emeritus, and former technical director, Buena Vista Winery.
28. **ENRICO PARDUCCI**—Founder of Valley of the Moon Winery, Glen Ellen, in 1941. He operated it until 1974 when son, Harry, took over the business. Enrico died in 1980.
29. **WALTER BUNDSCHU**—Son of Charles Bundschu, Walter helped rebuild the Gundlach-Bundschu Wine Co., after it was destroyed in the 1906 earthquake.
30. **BOB SESSIONS**—Wine-maker, general manager, Hanzell Vineyards, located above Boyes Hot Springs.
31. **LANCE CUTLER**—Wine-maker, Gundlach-Bundschu Winery.
32. **TINA DRYER**—Owner with husband, Walter Dryer, of Grand Cru Vineyards, Glen Ellen.
33. **HUBERTUS VON WULFFEN**—President, Buena Vista Winery.
34. **JULIO PAGANI**—Owner and wine-maker, Pagani Brothers Winery (now Kenwood Vineyards) from 1933 until his death in 1969.
35. **CHARLIE TOLBERT**—Wine-maker, Haywood Winery, Sonoma.
36. **TOWLE BUNDSCHU**—Son of Walter Bundschu, he helped resurrect Gundlach-Bundschu Winery in 1970 and owned and was actively involved in the winery operation up until his death in 1981. Throughout his life, he grew grapes and other crops on his Rhine Farm ranch in Vineburg.
37. **DAVID COLEMAN**—Owner, wine-maker, Adler Fels winery, located near Santa Rosa.
38. **MIKE LEE**—Wine-maker, general manager, Kenwood Vineyards.
39. **Z.D. ZELLERBACH**—Founder of Hanzell Vineyards in 1957, which he operated until his death in 1963.
40. **AMADEO PAGANI**—Co-founder with brother, Giovanni Pagani, of Pagani Brothers Winery, Kenwood.
41. **VALLEJO HARASZTHY**—Owner, Haraszthy & Son winery, Glen Ellen, and great-great grandson of Agoston Haraszthy.
42. **CHARLES BUNDSCHU**—Partner in the Gundlach-Bundschu Wine Co. beginning in 1876. He also was one of the founders of the Bacchus Club, which started the annual Bacchus Celebrations, which eventually became known as the Vintage Festival, first held in 1897 on the Gundlach-Bundschu Rhine Farm.
43. **PETER HAYWOOD**—Owner, Haywood Winery, Sonoma.
44. **BOB MAYER**—Cellar worker, Gundlach-Bundschu Winery.
45. **JOEL PETERSON**—Wine-maker, Ravenswood Winery, Sonoma.
46. **GENERAL MARIANO VALLEJO**—Active Sonoma Valley grape grower and distributor of grape cuttings to other portions of Sonoma County, Vallejo became a major commercial wine-maker in the 1850s, winning many county and state wine awards in competition with Agoston Haraszthy. He produced most of his wines in the Sonoma Barracks. He died in 1890.
47. **TONY COTURRI**—Wine-maker, H. Coturri & Sons Winery, Glen Ellen.
48. **CHARLIE HENDRICKS**—Cellar worker, Gundlach-Bundschu Winery.
49. **JACOB GUNDLACH**—German immigrant who purchased and founded the Rhine Farm in Vineburg in 1854, which he managed until his death in 1894.
50. **JOEY BENZIGER**—Assistant wine-maker, Glen Ellen Winery.
51. **LOUIS KUNDE**—Founder of Wildwood Vineyards Winery between Glen Ellen and Kenwood in 1905. His wines won many prestigious awards in international wine competitions. In the 1915 Panama-Pacific Exposition in San Francisco, his wines picked up six medals: two golds for Zinfandel and Burgundy, a silver for Cabernet Sauvignon, plus several bronze medals. He died in 1922.
52. **DOUG DAVIS**—Executive Winemaker, Sebastiani Vineyards.
53. **DICK SMOTHERS**—Owner, Smothers-Vine Hill Winery of Santa Cruz, who will soon move his winery to Sonoma Valley.
54. **TOM SMOTHERS**—Owner and resident of the property in Kenwood where brother Dick will construct his winery.
55. **CRAWFORD COOLEY**—President, Hacienda Wine Cellars.
56. **MARCELLO HERNANDEZ**—Vineyard manager, Gundlach-Bundschu Winery.
57. **MARY SULLIVAN**—Enologist, Sebastiani Vineyards.
58. **ALAN HEMPHILL**—President, Chateau St. Jean Winery and Vineyards, Kenwood.
59. **JOHN SHEELA**—Part-owner, Kenwood Vineyards.
60. **GENERAL CHARLES HARASZTHY**—Father of Agoston Haraszthy.
61. **AL FERREIRA**—General manager, Grand Cru Vineyards.
62. **RICHARD ARROWOOD**—Winemaker, Chateau St. Jean Winery.
63. **DENNIS RICHARDSON**—Owner, wine-maker, Richardson Vineyards, Schellville.
64. **ARTHUR KUNDE**—He operated with his father, Louis Kunde, the highly-successful Wildwood Vineyards Winery.
65. **ARPAD HARASZTHY**—Son of Agoston Haraszthy, he helped his father run the Buena Vista Winery operation in the late 1850s and early 1860s, and later produced a popular champagne called, "Eclipse."
66. **HARRY PARDUCCI**—Owner, Valley of the Moon Winery, Glen Ellen.
67. **HARRY PARDUCCI, JR.**—Wine-maker, Valley of the Moon Winery.
68. **RHEDA PARDUCCI**—Owner, Valley of the Moon Winery.
69. **AYN RYAN**—Owner, Adler Fels winery.
70. **BOB MAGNANI**—Wine-maker, Grand Cru Vineyards.
71. **STEVEN MACROSTIE**—Winemaker, Hacienda Wine Cellars.
72. **FRANK BARTHOLOMEW**—Resurrected Buena Vista Winery in 1943 and owned and operated it until 1968. He later founded nearby Hacienda Wine Cellars in 1973 and still owns over 400 acres of grapes which comprise Buena Vista Vineyards.
73. **VINTAGE FESTIVAL STEIN**—A beautiful, handmade crystal stein with pewter top made in 1897, the date of the original Vintage Festival held at Vineburg's Rhine Farm.
74. **BACCHUS**—The ancient Greek and Roman god of wine and revelry, earlier called Dionysus by the Greeks—Prepared by John Lynch and William Heintz

Officers 1982

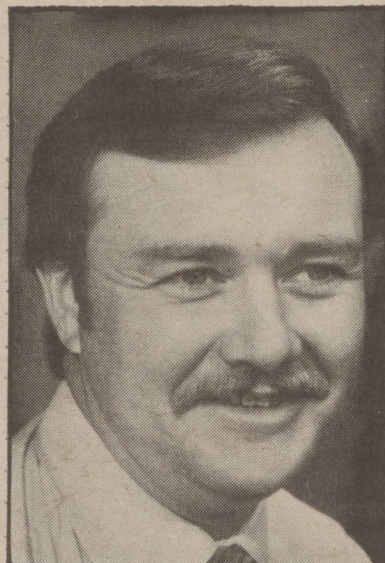
Valley of the Moon Vintage Festival



EVAN ROSS
President



PETE ATKIN
First Vice-President



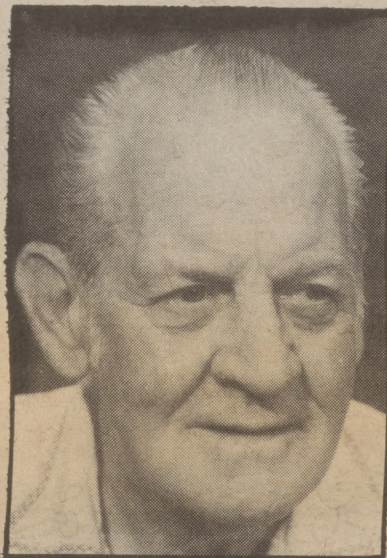
GARY CRAMER
Second Vice-President



ANNA SUE SCHLOBOHM
Recording Secretary



BETH CRAMER
Corresponding Secretary



ROBERT PETERSEN
Treasurer



VALLI EHLERS
Publicity



KARLA HYDE
Parliamentarian

President's message

Once again it is my pleasure to welcome all of you to the internationally known Valley of the Moon Vintage Festival.

The Vintage Festival has always been one of the best festivals in the state and once again this year, we have put together what I feel is an outstanding weekend for all of you to enjoy. The citizens of Sonoma can be justifiably proud of the festival the board of directors has put together for all to enjoy.

Each festival is a challenge to the board of directors and this year I'm sure you will find that the board has outdone itself to see that each one of our visitors will find an enjoyable weekend here in Sonoma.

This year, once again, the festival offers two days of relaxed country fun and entertainment as well as a chance to meet and mingle with new and old friends, many of whom met for the first time during past festival celebrations.

We take pride in being able to present the historical events of the past which was so vital to the formation of our great state and which continues to be the base for California livelihood.

Thanks to all for your help, and we extend our wishes for a weekend of enjoyment.

Take the time and read our schedule of events so as not to miss any of the many activities.

Sincerely,
Evan Ross, President
Valley of the Moon Vintage Festival, 1982

Past presidents

1947 - James F. Lyttle
1948 - Dan Ruggles
1949 - August Pinelli
1950 - Carolyn Wolfe
1951 - Armand Franquelin*
1952 - Mrs. Orson Linn*
1953 - Howard Blank*
1954 - Charles E. Cochran*

1963 - Ray Sampson
1964 - George Powell
1965-66 - Robert Cannard
1967 - Henri Maysonnave
1978 - Dr. Allan Querin
1969 - Jack Adams
1970-71 Col. Paul Walker
1972 - Merlyn Hunter
1973 - Dr. Ralph Kelly
1974 - Sue Stanley
1975 - Tony Schaffner
1976 - Elaine Sheffer
1977-78 - Dorene Musilli
1979 - Frank Cummings
1980-81 - Evan Ross
1955 - Carolyn Wolfe
1956 - Harry Phinney*
1957 - E. L. Richardson
1958 - Esther P. Gowans
1959 - Col. J. V. Thebaud*
1960 - Luis Vela
1961 - Hudson Auberlin
1962 - R.H. (Bob) Brown

*Deceased



1982 Vintage Festival patrons

Supervisor and Mrs. Robert Adams
Mr. and Mrs. J.L. Agnew
Mr. and Mrs. John Allen
AMS/OIL (Alice & Evan Ross)
Jean Ardrey
Pete Atkin (Bear Flag Realty)
Kay and Kevin Austin
Mary Azevedo
Barricia Vineyards
(E. Patricia Herron,
Barbara Olesen,
Joe and Claire Miami)
Mr. and Mrs. Bernard Benson
Donald and Irene Berka
Warren and Aline Berl
Mr. and Mrs. Lloyd Bernhard
Dr. and Mrs. John Bertrand
William Bingham, Jr.
Marie Blaye
Mr. and Mrs. Richard Bonfiglio
Mr. and Mrs. John J. Bonnoitt
F.C. Brooke, III
Gordon Brown, Jr.
Richard Brumund
Steve Bryant
Rod and Lorna Buehler
Dr. and Mrs. Harry Bullard
Mr. and Mrs. Charles Bundschu
Floyd Burns
Mr. and Mrs. H.E. Cabaud
John Philip Cabaud
Caltest Analytical Lab
Mr. and Mrs. Frank Canatsy
Mr. and Mrs. John Carlson
Mr. and Mrs. Robert L. Carlson
Mr. and Mrs. Robert Carnachan
Chauvet Vineyards
(Mr. and Mrs. Robert Carver)
Circle W Ranch, Inc.
Mr. and Mrs. Gary Colledge
Mr. and Mrs. John E. Connors
Mr. and Mrs. Avery Constant
Charles A. Cook

Geoffrey and Lois Cornford
Danny N. Coyle
Beth and Gary Cramer
Mr. and Mrs. James Cummins
Frank Cummings
Mr. and Mrs. Richard A. Cuneo
Mr. and Mrs. Robert Cunningham
Sharon and Gerald DeLara
Anne Dillehunt
D'Vine Adventures
Dewey Donnell
Helen Dunlap (Swiss Hotel)
Mr. and Mrs. Clive R. Egerton
Valli and Wally Ehlers
Mr. and Mrs. Arnold Eisenbeisz
Dr. and Mrs. George Ellman
John C. Elred
Mr. and Mrs. Roald Engebret
Mr. and Mrs. A.J. Engelbrecht
Mr. and Mrs. Arthur Engelbrecht
Mr. and Mrs. J. Enzensperger
Richard and Florence Evans
Mr. and Mrs. Pieter F.J. Everard
Mr. and Mrs. Roger Farrell
Mr. and Mrs. Gail Fehrensens
Mr. and Mrs. Bernard Fernandez
John J. Fitzpatrick
Dr. Charles Foster
Mr. and Mrs. George Fotinos
Mr. and Mrs. Myron Freiberg
Mr. and Mrs. Frank Furnish
Mr. and Mrs. Frank Garner
James and Diane Gartland
Jeanne Goff
Virginia Goodsell
Alvin Gordon
Mr. and Mrs. Jerry E. Graham
Kenneth Gray
William Gray
Mr. and Mrs. William Grenawalt
Mr. and Mrs. James Griewe
William Griffen
Mary Frances Hazelton
Mr. and Mrs. Edmund Heine

Wells Horton
Mr. and Mrs. John Hunter
Mr. and Mrs. Jon Jacobini
Warren and Jeanette Jaycox
Anne Jillet
Mr. and Mrs. Richard Jonas
(The Exchange Bank)
Howard Junker
Mr. and Mrs. Roy Knapp
Jerome Knill
Fred T. Kunde
Keith and Marian Lamb
Clinton Lane, M.D.
Irwin Larsen
John Ledman
Mr. and Mrs. Frank Levya
Mr. and Mrs. John B. Licata
Mr. and Mrs. John Linzmeyer
Dr. Katherine Littell
Mr. and Mrs. G.M. Lively
Mr. and Mrs. Regis Lobb
Renee Loustalot
Mr. and Mrs. Bill Ludemann
Emily and Norman Lueck
Mr. and Mrs. Robert Lynch
Mr. and Mrs. Franklyn Lyons
Malvitz Trucking
(Mr. and Mrs. Robert Malvitz)
Mr. and Mrs. Gerry Manley
Mr. and Mrs. William Markey
Jeanne and Richard Markson

MARS (John and Dorene Musilli)
John and Vi Marsh
Mr. and Mrs. Adrian Martinez
Carl H. Martini
Mr. and Mrs. L.H. Matthews
Paul and Lucia Matzger
Mrs. Donald McNab
Anne and James McGlade
David and Jeanne Mears
Edna Michelis
Tom B. Michelis
(Bear Flag Realty)
Mr. and Mrs. John Miller
Mabel Miller
Dr. and Mrs. Ralph Mitarai
Everal Mitchell
Claudia and Raymond Morris
Mr. and Mrs. Eric J. Morrison
John and Dorene Musilli
(Sonoma Hotel)
Dr. and Mrs. William Newman
Mr. and Mrs. Ray Nicholson
Mr. and Mrs. Sean O'Connor
L. Oliphant
Donna Olson
Dennis O'Neil
(In Memory of August Sebastiani)
Mr. and Mrs. Albert Orr
Hans Ostro
Jane Pappas

Please turn to Page 6

GREETINGS
Give the Gift of Good Taste



This season give the gift of fresh cheese from Vella Cheese Co. It is sure to please friends and relatives. To mail order our Bear Flag Brand Cheese or a gift certificate, contact Dorothy at the Vella Cheese Factory P.O. Box 191, Sonoma CA 95476, 707-938-3232. While in Sonoma visit our factory in the historic fieldstone building 315 Second St. East.

A harvest we share . . .

Enjoy
the
Vintage Festival



**TARA
PROPERTIES**

393 West Napa Street
Sonoma, Ca.
938-0355

Patrons

Continued from Page 5

Mr. and Mrs. Norman Parkin
Mr. and Mrs. Robert Parmelee
Mr. and Mrs. Albert Parrott
Marion Peart
Roberta Peters
Dr. and Mrs. Hal Peterson
Mr. and Mrs. L.C. Peterson
Daniel and Betty Pommon
Mr. and Mrs. James Ponting
Scott Poterfield
V. Laudel Pratt and guests
Dr. and Mrs. Wayne Price
Brad and Sharon Read
Capt. and Mrs. Sam Robinson
(USN, Ret.)
Gene Rockemen
Mr. and Mrs. John D. Rothschild
Rhona and Abraham Rudolph
Robert Rugg
Mr. and Mrs. Daniel Ruggles
Lillian Sabatini
Dr. and Mrs. John Schafer
Sam and Nancy Scott
Mr. and Mrs. James Scott
Mr. and Mrs. Charles Schwerin
Helen Shainsky
Carol and Hunt Sharp
Paul Sheffer
Mr. and Mrs. Kirk Shepard
Mr. and Mrs. I. Milo Shepard
Michael Short
Marina Anne Shudic
Isabel Singer
Dr. Charles Silverstein
Jordan Smith
Dr. and Mrs. J. Nevin Smith
Mr. and Mrs. Samuel Soter
Thomas and Barbara Stahlbaum
Dee Strange
(The Toy Shop)
Mr. and Mrs. S.A. Sullivan
Kathy Swett
Dr. and Mrs. John W. Switzer
Dr. and Mrs. Emmett Tetz
Michael and Yvonne Thompson
Nomalee Tilman
Mr. and Mrs. William Timmer
Laura Trefts
Mr. and Mrs. Steven Vanni
Mr. and Mrs. Manuel Villa
David Viviani
(The Sonoma Cheese Factory)
Mr. and Mrs. David Viviani
Mrs. Edgar Waite
Col. Paul Walker
Jeffrey Walter and
Valerie Pistole
Mr. and Mrs. Pat Watkins
Mr. and Mrs. Emil Weiler
Mr. and Mrs. Raymond M. White
Mr. and Mrs. Tom Womack
World Products, Inc. and guests



Events chairmen

Blessing of the Grapes
Bob Carver
Program
Jean K.T. Carter
Parade
Jim Hyde and Lillian Smith
Costumes
Claudia Morris
Grape Stomping
Evan Ross and Frank Garner
By-laws chairman
Jean K.T. Carter
Window Displays
Bonnie Riboni and Karla Hyde

Wine Tasting
Jack and Bev Babb
Beth and Gary Cramer
Children's Parade
Oneita Alberta and
Barbara Stahlbaum
Booths
Harry Vander-Schalie
Patrons
Tom Michelis
Wedding
Beth Cramer
Entertainment
Dan Ruggles

Art Show and Dance
Beth and Gary Cramer
Carribean Cruise
Tom Michelis and Pete Atkin
Public Relations
Valli Ehlers
Security
Wally Ehlers
Vintage Ball
Karla Hyde
Hospitality
Pat Goin
Rides
Paul Sheffer

VALLEY MART

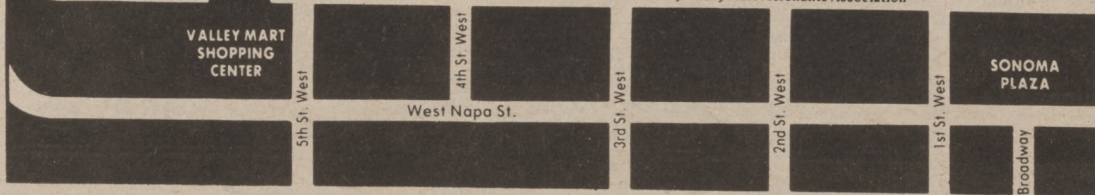
Valley Mart . . .

Your one stop
shopping center
has it!



5th St. W. & W. Napa Sts.

Presented by Valley Mart Merchants Association



S
H
O
P
P
I
N
G
C
E
N
T
E
R

A guide to Sonoma Valley wineries

ADLER FELS — Located at 5325 Corrick ln. near Santa Rosa. Tours by appointment only. Phone 539-3123.

BUENA VISTA WINERY — Located at 18000 Old Winery rd., just east of Sonoma. Take Napa st. east from Plaza, turn left on to Old Winery rd. Tasting room open daily 10 a.m. to 5 p.m. Self-conducted tours. Shady picnic area. Phone 938-8504.

CHATEAU ST. JEAN — Located at 8555 Sonoma hwy. in Kenwood. Tasting room open daily 10 a.m. to 4:30 p.m. Tours from 10:30 a.m. to 4 p.m. Picnic area provided. Phone 833-4134.

GLEN ELLEN WINERY — Located at 1883 London Ranch rd., Glen Ellen. Tours by appointment only. Phone 996-1066.

GRAND CRU VINEYARDS — Located at 2 Vineyard ln., Glen Ellen, behind Dunbar School. Take Hwy. 12 north. Turn left on Arnold dr. to go towards Glen Ellen. Make a quick right-hand turn on to Dunbar rd. Continue on Dunbar rd. to Dunbar School. Left-hand turn on to Vineyard ln. behind school. Tasting room open daily 10 a.m. to 5 p.m. Self-guided tours. Picnic area. Phone 996-8100.

GUNDLACH-BUNDSCHU WINERY — Located at 3775 Thornsberry rd., Sonoma. Take Napa st. out of downtown Sonoma heading east. Make a left turn on to Old Winery rd., then a right to Lovall Valley rd. and proceed to Thornsberry rd. (a right-hand turn). Tasting room open daily 11:30 a.m. to 4 p.m. Self-guided tours. Picnic area. Phone 938-5277.

HACIENDA WINE CELLARS — Located at 1000 Vineyard ln., Sonoma. Take Napa st. east out of Sonoma to Seventh st. east. Turn left. Take Seventh st. to Castle rd., turn right. Proceed to Vineyard ln. Tasting room open daily 10 a.m. to 5 p.m. Picturesque picnic area-wine garden. Phone 938-3220.

H. COTURRI & SONS — Located in Glen Ellen. Phone 996-6247 or write: P.O. Box 396, Glen Ellen 95442.

HANZELL VINEYARDS — Visitors by appointment only. No tasting. Phone 996-3860 or 996-0431.

HAYWOOD WINERY — Located at 18701 Gehricke rd., just north of Sonoma. Tours by appointment only. Phone 996-4298.

HARASZTHY & SON — Located at 14301 Arnold dr. in the London Glen Village, just north of Sonoma State Hospital, in Glen Ellen. Phone 996-3040.

KENWOOD VINEYARDS — Located at 9592 Sonoma hwy. near the intersection of Warm Springs rd., in Kenwood. Tasting room open daily from 10 a.m. to 4:30 p.m. except major holidays. Tours by appointment only. Call 833-5891.

KISTLER VINEYARDS — Located at 2995 Nelligan rd., Glen Ellen. No tasting or tours. For more information, write: 2995 Nelligan rd., Glen Ellen 95442.

MATANZAS CREEK WINERY — Located at 6097 Bennett Valley rd. in Bennett Valley between Kenwood and Santa Rosa. Tours by appointment only. Phone 542-8242.

RAVENSWOOD WINERY — Located at 21415 Broadway, Sonoma. No tours or tastings. Phone 938-1960.

RICHARDSON VINEYARDS — Located in Schellville. No tastings or tours. Contact local liquor store or wine shop proprietors for information about availability of Richardson wines.

SEBASTIANI VINEYARDS — Located at 388 Fourth st. east in Sonoma, one mile east of the Plaza. Take Napa st. to Fourth st. east and turn left. Tasting room open daily 10 a.m. to 5 p.m. Tours from 10 a.m. to 4:20 p.m. daily. Visitors urged to get there early on weekends. Picnic area included. Phone 938-5532.

ST. FRANCIS VINEYARDS — Located at 8540 Sonoma hwy. in Kenwood directly across from Chateau St. Jean Vineyards and Winery. Tasting room open daily 10 a.m. to 4:30 p.m. Phone 833-4666.

VALLEY OF THE MOON WINERY — Located at 777 Madrone rd. in Glen Ellen. Take Hwy. 12 north out of Boyes Hot Springs to Madrone rd. Turn left. Tasting room open daily except Thursdays, 10 a.m. to 5 p.m. Phone 996-6941.

Festival board members

Pete Atkin
Beverly Babb
Jack Babb
Jean K.T. Carter
Beth Cramer
Gary Cramer
Valli Ehlers
Wally Ehlers
Lee Gibson*
Karla Hyde
Regis Lobb
Lisa McVeigh*
Tom Michelis
Claudia Morris
Robert Petersen
Bonni Riboni
Evan Ross
Dan Ruggles
Anna Sue Schlobohm
Paul Sheffer
Judy Small
Lillian Smith
Harry Vander Schalie

Alternates
Barbara Stahlbaum
Ione Watkins
Don Webb
Richard Brumund

**SONOMA VALLEY'S
103 YEAR-OLD
FUNERAL HOME
1879 - 1982**

Bates, Evans & Fehrensens

996 Broadway

Sonoma

Rise again

Like the Phoenix, these local wineries rose again and are thriving

Editor's note: Sonoma League for Historic Preservation member and local kitchen shop owner Dick Foorman researched background material for this article at Vasquez House, headquarters for the League at 129 E. Spain street. An extensive collection of re-

search material into Sonoma Valley's past history is available to the public Wednesday through Sunday from 1-5 p.m.

By DICK FOORMAN

Ultimate triumph over adverse circumstances has been achieved

by three of our valley's prestigious wineries, good reason to celebrate this Vintage Festival occasion.

Buena Vista, Gundlach-Bundschu and Grand Cru have literally risen from ruins, giving contemporary testimony to the phoenix

legend.

When the San Francisco earthquake hit this area in 1906, Buena Vista's tunnels collapsed. California's oldest premium winery remained in ruins for many years. Then, in 1943, the property was purchased by Frank Bartholomew.

He replanted the vineyards and proceeded to make the old stone winery workable. The Press House, partially destroyed, was put back in use. That same building received further reinforcement this past year, when it was converted into Buena Vista's handsome new tasting room.

IN GLEN ELLEN during the early years of this century, the Lemoine Winery suffered from another kind of misfortune. It was set afire three times!

Frank Lemoine had constructed underground fermenters and tunnels, using concrete which he mixed by hand. Some walls were as much as 15 inches thick.

Nevertheless, the 1908 fire severely damaged the winery structure. Only the four stone walls remained. The Lemoine family packed up and left the valley, discouraged at their losses.

When Grand Cru Vineyard was formed in 1970 at the Lemoine site, the stone foundations and the concrete underground construction were incorporated into the winery operation.

A large concrete tank from the Lemoine years became Grand Cru's office-laboratory, as the new winery began to take shape.

THE DEVASTATING fire that followed the 1906 earthquake consumed the city wine vaults of the Gundlach-Bundschu Wine Company in San Francisco.

The winery survived this disaster, however, only to encounter another kind of adversary, Prohibition.

The historic winery closed, but the owners maintained their Rhinefarm vineyards, hoping for an early repeal. Eventually, the abandoned winery building burned.

It wasn't until the late 1960s that thoughts of winemaking were once again revived at Rhinefarm. Planning and construction began. The remaining stone walls were retained as Gundlach-Bundschu Winery rose, phoenix-like, ready to re-establish its reputation.

THE PROVENCAL AT SONOMA MISSION INN



PROVENCAL

Dine in an elegant atmosphere at the Provencal where you will find the award-winning California Country cuisine of Chef Larry Elbert.

Food is served in the Nouvelle tradition with a full selection of fine Sonoma County Wines to complement each course.



The Provencal at Sonoma Mission Inn

Sonoma Highway at Boyes Blvd. Boyes Hot Springs. For reservations call: (707) 996-1041

THE GRILL

at
Sonoma Mission Inn.

Offering

light lunches and dinners

featuring

juicy charbroiled steaks and chops,
crisp delicate seafood salads and a
variety of desserts.

All served with a gourmet touch
in the Grill or at Poolside.



The Grill

Sonoma Mission Inn

Sonoma Highway at Boyes Boulevard Boyes Hot Springs.



For delicious breakfasts and lunches featuring omelettes, fresh fruit and six varieties of bread to toast right at your table. A good selection of beer and wine, and an authentic old time soda fountain preparing banana splits and a variety of sundaes, sodas and cold drinks.



Try the Big 3 Fountain, located at 18130 Sonoma Highway, Boyes Hot Springs. Open daily from 7 to 3.

Adler Fels

Rekindling the romance in wine-making

By TIM OGLESBY

David Coleman, owner of Adler Fels winery, strongly believes in the traditional character of wines nurtured at small wineries. Delicate care during processing and aging of an excellent vintage, he insists, will always remain a distinctive feature at Adler Fels.

"The romance of wine making is dying in America," says Coleman, who with Ayn Ryan, is in final stages of construction of this third-year winery, located spectacularly near "Eagle Rock," a natural landmark at the northern end of Sonoma Valley. "The romance and quality of wine making has gone down the drain as wineries have gotten bigger.

"Big is boring. If the industry becomes boring, it's dead."

TO HELP SUSTAIN interest and life in the wine industry, Adler Fels will seek to produce fine wines in limited quantities — output is expected to reach a peak of between 4000 and 6000 cases. To do this, flexibility in wine making is a must, contends Coleman.

This flexibility factor Adler Fels needs to survive competition with bigger wineries has been solved, according to Coleman. He

has designed a Variable Capacity Tank (VCT), a stainless steel tank with a free-floating top that will limit head space — amount of air contact with wine — when the tank is only partially filled to capacity.

"I got the idea of a floating top for wine making while flying over the oil storage tanks near Carquinez (Straits)," says Coleman. "It seemed the tops of these tanks were at different levels, so I wondered if the same principle could be applied to wine making."

COLEMAN IMMEDIATELY began research on the VCT concept for his winery. One winery in the Napa Valley (Z-D Winery, formerly based in Sonoma, now operating in Rutherford) had experimented with a similar wine making process, but has since shelved the concept, according to Coleman.

The first VCT was delivered to Adler Fels in May 1981 (Adler Fels has five such tanks). His research has paid dividends, he insists.

"They had problems with keeping the tank covers sealed, because the upper portions of the tanks were damaged in ship-

ping," he says. "To solve that problem we reinforced the tops of the tanks and use a compressed air gasket on the tank covers that can be sealed at any level in the tank. To keep wine temperature stable in the tank, we added a cooling jacket at the bottom as well as at the top of the tank."

THIS YEAR'S GRAPE harvest will produce Adler Fels' third vintage. Employment and storage costs have been minimized at the winery.

Ryan explains: "There's just the two of us (she and Coleman), my family and their friends in Porterville, who help when it's bottling time. There's no staff. We do it all ourselves."

"When we pay the house payment," Coleman added, "we pay for the winery." In actuality, Adler Fels is located directly behind Coleman's residence, which

is perched atop a breathtaking portion of the Mayacamas Mountains, separating Sonoma Valley from Napa Valley.

Included in this year's 1982 releases are: 1979 Cabernet Sauvignon (Napa Valley); '81 Gewurztraminer (Alexander Valley); '81 Johannisberg Riesling (Dry Creek); '81 Chardonnay (Sonoma Valley); '81 Chardonnay (Mendocino County) and '81 Champagne (Sonoma County, Melange A Deux).

"WE PLAN TO produce seven different wines this year," said Coleman. "Two will be long-term (permanent) wines made here. The other five we are trying out.

"We're looking at the wine industry like a 10-year-old with a chemistry set, who is eager to blow up the garage," added Cole-

Please turn to Page 10



Photo by Tim Oglesby

MISTY AND MYSTICAL VISIONS

A dynamic view of Sonoma Valley from new Adler Fels winery (below)

996-GINO

Established 1973

GINO'S
OF SONOMA



Jerry "Gino" Rosenberg

Sonoma's most popular place on the plaza!

Cocktail lounge open from 11 a.m. every day

Buena Vista Winery

The present, the future lies in the development of the 'chateau image'

By LESLIE ERICKSON

What's new with Buena Vista Winery & Vineyards these days is often what's old.

Adrian and Mary Praetzel (he's a staff historical archeologist at Sonoma State University) have just completed the first phase of a research project into the winery's 19th century roots prior to Agos-

ton Haraszthy's purchase of established vineyards in 1857.

Buena Vista spokesman Dave Henderson is keeping pretty much silent on the Praetzels' discoveries for now, while SSU student Barbara Skryja continues with the research necessary to put the winery on the National Register of Historic Places.

HARASZTHY INCORPORATED the vineyards in 1863 as the Buena Vista Vinicultural Society, which flourished until at least 1871. The early pictures stopped there.

Not much more is known until 1943, when Sonoman Frank Bartholomew bought the property and further developed the winery. It later changed hands again, and is now owned by A. Racke, a major German producer and importer of wines and spirits.

Hubertus Von Wulffen is president. Former assistant winemaker Joel Rothman has just

been promoted to winemaker.

TODAY, "WHAT we've got here is one of the most up to date wineries in the country," Henderson said. "Our character now and in the future is the chateau image — that is, premium wines made from our own vineyards.

"We aren't going into jug wines," Henderson added. "We'll still have the 750 milliliter bottles, no second labels."

All the estate grown wines will bear the appellation of Carneros

Please turn to Page 11

JEWELRY • AGATES • SHELLS
PETRIFIED WOOD • FOSSILS

Gill of Sonoma

14 SPAIN STREET

996-1466

Open Daily 11 to 5

Adler Fels

Continued from Page 9

man, who works full-time designing various wine labels. He designed "about 60 wine labels last year. We would like to blow up (develop high quality wines) the

wine industry."

Adler Fels will concentrate mainly on bottling Chardonnays, Pinot Noirs and some Rieslings. The winery also produces Champagne.



Russell S. Brown
Owner & Designer

Special Luncheons and All Occasion Parties for 20 or more
Extended Hours Days

241 FIRST STREET WEST
Sonoma, (707) 938-2980

Reservations Requested

OPEN 7 DAYS

Mon.-Sat. 11:30-2:00; Champagne Brunch Sunday 10:30-2:00; Dinner 5-9

Depot Hotel 1870 is a restaurant located in a historical building thought be Vallejo's winery. The decor of blue and white floods the bar, lounge, dining rooms, kitchen and terrace with swimming pool. The menu changes daily with 4 to 6 different entrees each evening.

A few of the many changing chef's-choice entrees

LUNCH

(All Lunches \$7.50) Mon-Sat. Sunday Brunch

SHRIMP IN ARTICHOKE BOTTOM with Hollandaise

CHICKEN FLORENTINE breast stuffed with spinach and cheese

Variety of Homemade Soups, Salads and Crepes

LUNCHEON includes soup or salad, entree, dessert and beverage

DINNER

(All Dinners \$18.00)

Dinner includes appetizer, soup, salad, entree, dessert and beverage

TROPICAL BEEF with soy and ginger

BONED CHICKEN BREAST wine glaze and stuffed with sausage

PORK LOIN stuffed with prunes and apricots

VEAL ROLLS stuffed with ham and cheese

FILET OF SOLE with salmon sauce

SWEETBREADS SAUTE with a variety of sauces

DESSERTS

Variety of Homemade Pies, divinity, sherry, mocha, fudge, Cakes and Tortes



CHAMPAGNE BRUNCH

Every Sunday

10:30-2:00

\$8.50

Buena Vista Winery

Continued from Page 10

District. Although most of the winery's 620 acres on Ramal road are in Sonoma County, some spill over into Napa County.

"We'll always be Sonoma County, except for some of our Cabernet, which is politically in Napa County," said Henderson, adding that it is the same micro-climate, even though the governmental boundaries exist.

THE HARASZTHY Cellars in Sonoma, once the heart of Buena Vista, will still remain its tasting and cultural center, despite the continued expansion of its Ramal road winery and vineyards.

The cellars are now the home of the Universal Order of Knights of the Vine and the site of many a concert.

Buena Vista is now going through a labeling change on its bottles. Whereas some whites available for sale still read "Heritage" and some reds read "Cask," soon "Special Selection" will replace both those terms.

Furthermore, Buena Vista is phasing out its Mendocino County labels.

Wines that are not estate grown will be bought solely from Sonoma County vineyards, except for its Chablis and Burgundy vintages labeled "North Coast." The grapes for these two wines come from Napa and Sonoma counties.

The Buena Vista tasting room is open daily, 10 a.m. to 5 p.m.

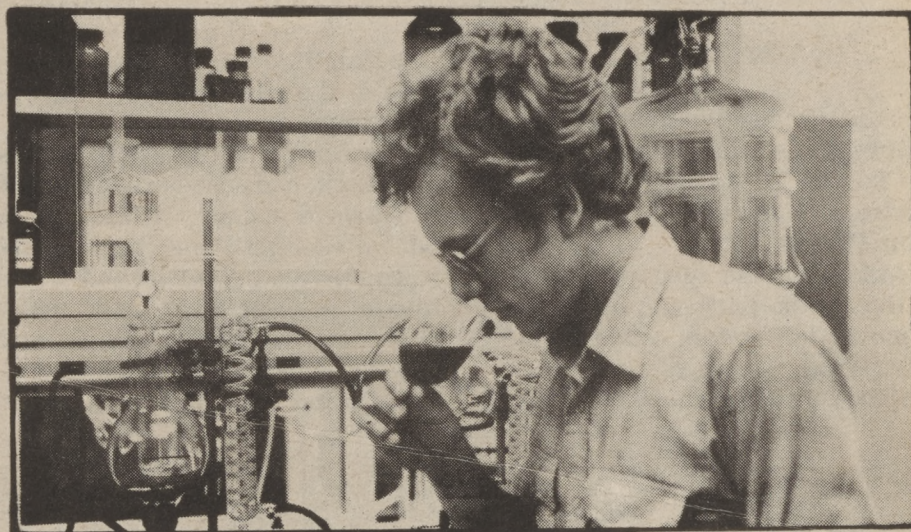


Photo by Leslie Erickson

SAMPLING THE WINE

Buena Vista Winery's new wine-maker Joel Rothman

Foreign wine invasion

Growers and vintners alike are appalled over a rapid increase of foreign wines coming into our country. Exports of California wines showed tremendous growth in 1981, reaching nearly 11 million gallons, according to Robert C. McInturf, president of the Allied

Grape Growers. That figure is miniscule, however, when compared to the imports of wine, he said. This problem has been years in the making, with California wine used as a pawn in the nation's overall trade negotiations, McInturf claimed.



Park Plaza
extends
Vintage Festival
Greetings
Gifts & Fine Linens
Joan Schleman Home Schukler
38 West Spain St., Sonoma
996-1311

Sonoma's Gourmet Fast Food Restaurant

- Hot Dogs
- Baked Stuffed Potatoes (8 different ways)
- Sausages
- Salad Bar
- Frozen Yogurt



103 W. Napa St.
Sonoma
938-1190

In the Feed Store Bldg.
on the square
11 a.m. - 4 p.m.
Weekends til 5:00 p.m.
Dine in or order to go

HAVE A WONDERFUL, SAFE VINTAGE FESTIVAL



Les — Larry — Aaron — Kirk — Kitty — Pete

AND FOR ALL YOUR CAR NEEDS,
COME TO

LES' AUTO PARTS, INC.

677 FIRST STREET WEST
SONOMA
996-8438

Chateau St. Jean

Emphasis on vineyard designate concept continues to evolve

By TIM OGLESBY

Pride in development of high quality white wines is a standard at Chateau St. Jean Winery, emphasizes Chateau's president, Allan Hemphill.

Narrowing the focus of its selective grape harvests, using the "vineyard designate concept" for identifying origin of harvested grapes used in its wines, enhances

Chateau St. Jean's distinctive nature in the wine industry, Hemphill suggests.

The future of this winery does not rest in increased production of its award-winning white table wines. Hemphill and Richard Arrowood, vice president and winemaker at Chateau St. Jean, however suggest that well-defined quality wines, using a system of appellation identification of har-

vested grapes similar to the French system of *Appellation Controlee*, will help determine the Chateau's status in the wine industry world wide.

"WE GET GRAPES from special vineyards," said Hemphill of the 12 vineyards in Sonoma County that help supply Chateau St. Jean with varietal grapes. "We keep each vineyard's grapes

separated throughout the wine-making process and then put the name of the vineyard on each label to give it distinction.

"Therefore, not all of our Chardonnays, for example, taste the same. One bottle may come from grapes grown at Robert Young Vineyards, while another comes from Hunter Ranch."

Chateau St. Jean also grows grapes in small lots on its 105-acre vineyard in Kenwood. These grapes possess specific intricacies of soil and climate in the vine's lot area, which eventually will be defined in a similar fashion as grapes from other vineyards, Hemphill added.

PRIDING ITSELF IN the creation of unique white varietal wines, Chateau is changing emphasis in its white wine production strategy. Hemphill insists that Chardonnay and Sauvignon Blanc production will increase.

Gewurztraminer and Johannisberg Riesling production will drop at the winery; however the quality of these wines will remain intact, he stressed.

Though increased production of Chardonnay and Sauvignon Blanc is planned, overall grape harvest tonnage will not increase significantly at Chateau. A limit of approximately 1700 tons of grapes will be processed annually.

Besides its dedication to

Please turn to Page 13

Continued
small.
model
(Viney
Surp
size, P
sonabl
Gamay
presen
consci
he exp
some l
have a
cause
tion).
ways
prices.
Virt
in m
come
ral s
highly
the so
Event
his 1
with g
and Zi
At c
crew
a ha

Serving Sonoma Valley since 1976 Schellville Wood Products

Specialists in Fencing and Decking

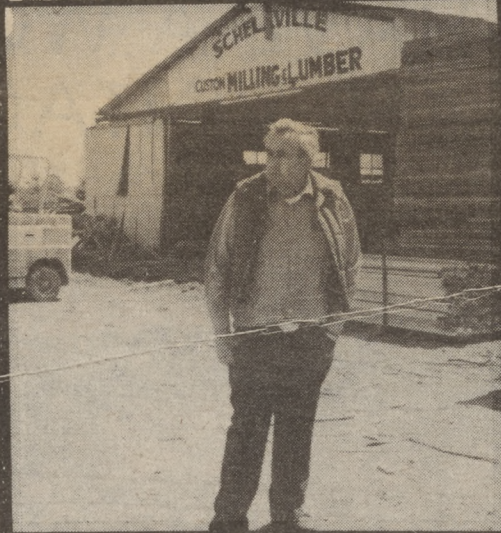


TED SCHOEN

RETAIL DIVISION

SERVING THE do-it-yourself builder as well as the contractor, Schellville Wood Products' retail division features the largest selection of redwood and cedar lumber in Sonoma Valley.

WHEN YOU need a choice of quality lumber at a competitive price, come to see Ted Schoen, manager of Schellville Wood Products' retail division.



BOB O'BRIEN

INDUSTRIAL DIVISION

Schellville Wood Products' industrial division. A bustling plant surrounded by high stacks of lumber waiting to be shaped into hundreds of different types of molding and trim.

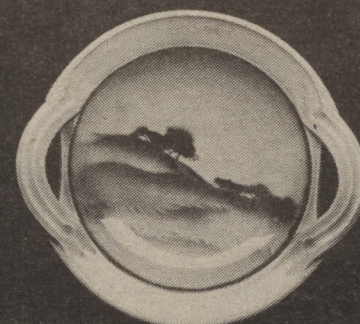
TRUCKS COME and go continuously as this very busy industry sells its wood products all over the world.

Schellville WOOD Products

Open Sundays 221 Fremont Dr. 938-8431
Hours Mon. thru Sat. 8 a.m.—5 p.m. • Sunday 8 a.m.—2 p.m.

Good Day, Sunshine!

a completely joyous selection of
the best California handcrafts
and fine art available.



Featuring
Distinctive Gourmet Kitchen and
Wine Accents

• Artglass • Ceramics • Wood • Jewelry
• Textiles • Prints • Sculpture • Toys
Open 7 days a week

13647 Arnold Dr. Glen Ellen 938-4001

Pa
C
M
Vin
C

Richardson Vineyards

Continued from Page 48

small. In terms of size, we'll more model what we'll do to Hanzell (Vineyards)."

Surprisingly, for a winery its size, Richardson wines are reasonably priced (Zinfandel \$7.50, Gamay, \$5.75 retail). "I want to present a wine that in my own conscience I feel is a good value," he explains. "There has to be some balance between having to have a high-priced wine just because your're small (production)." Being small doesn't always justify having higher prices."

Virtually all of the grapes used in making Richardson wines come from Sonoma Valley. Several selections come from the highly touted Carneros region at the southern area of the valley. Eventually, he hopes to replace his 10-acre "fennel vineyard" with grapes, perhaps Pinot Noir and Zinfandel.

At crush time, the Richardson crew utilizes a hand basket press, a hand-operated crusher-stem-

mer and portable fermenters. The winery has about 70 French oak aging barrels.

Richardson and partners also do a lot of the acutal grape picking themselves, much to Dennis' delight, of course. "Have you ever done that (pick grapes)?" he asked, flashing a pained expression on his face.

INTERESTINGLY ENOUGH, Richardson is a relative newcomer to the world of winemaking. In fact, while attending New York's Cornell University, he never took the opportunity to explore and seek out that state's well-known wine products. ("too busy drinking beer and going to football games," he sighed.).

He studied government at Cornell, which is where he met his wife-to-be, Carolyn. After graduation, they returned to southern California where Richardson was born and raised. After a year and a half of living and working in Smogsville, he realized that "it seemed like one long, dreary summer. We thought there has to be a

better place."

They headed north in 1973, discovered Sonoma Valley and the rest is history. "After working at a Sears store in East L.A., looking at the Whittier hills, half-visible through the smog, I thought I had died and gone to heaven after coming here," he said.

Soon, he responded to a newspaper ad about an opening for a tour guide position at Napa Valley's

Inglenook Vineyards. "I gave tours, and began to get intrigued about wine," he stated.

THAT SUMMER, he took on a similar position in the tasting room at Sebastiani Vineyards, where he made several friends who "also fell in love with wine," and who like Richardson, eventually went on to bigger and better

Please turn to Page 51



IL DESINARE
CATERING & FOOD TO GO
AN EFFICIENT AND PERSONABLE SERVICE

Jane Blasi
Phyllis Serafini

938-3760

20540 Broadway

WEDDINGS • SHOWERS • ANNIVERSARIES
HORS D'OEUVRES • BUFFETS • SIT DOWN

the loaf of legend, wine and thou in
God's chosen spot — our Valley of the Moon

sourdough



Your stay in Sonoma is not complete without regular doses of our award-winning sourdough French Bread, a winner of four gold medals!

**SONOMA
FRENCH
BAKERY**



Pastries and
Croissants
Merci!

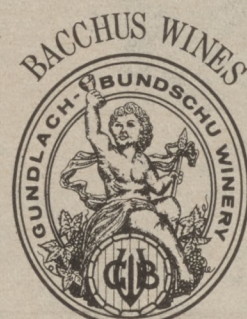
Vintage Festival
Greetings!

**470 First Street East
996-2691**



*Picnic on 30 acres of
natural beauty,
overlooking the
historic Rhinefarm
Vineyards*

**Tasting Room Open
7 Days A Week
11-4:30**



EST. 1858
BW. 64

GUNDLACH-BUNDSCHU

Bonded Winery #64

The Oldest Family-Owned Winery in Sonoma Valley
3775 Thornsberry Rd. 938-5277

Directions: East of the Plaza, take East Napa, left onto Old Winery Rd., right onto Lovall Valley Rd., then right onto Thornsberry.

Sebastiani Vineyards

One of the nation's largest wine producers determined to serve 'all segments of the wine-consuming market'

By BOB LYNCH

"Sebastiani Vineyards by 1985 will be known as the Sonoma Valley family winery which serves all segments of the wine-consuming market, specializes in high quality premium table wine, and makes all wines as good as, or superior to all other wineries in California. The facility will be the finest, the product mix the most desirable, the marketing classic, creative and successful, and the staff and management outstanding in the industry."

The above statement of goals, taken from the existing 10-Year Plan for Sebastiani Vineyards, may sound overly ambitious, or even impossible—until you talk, and walk, with Sam J. Sebastiani, youthful president of the Sonoma-based, nationally-recognized, family-owned winery.

We talked with Sam a week or so ago and marveled at his enthusiasm and dedication.

Then we "walked the winery" with him and got a greater appreciation of that enthusiasm by

viewing the amazing transformation that is taking place at the facility founded by the late Samuele Sebastiani 78 years ago on vineyard lands first planted by the mission padres in the the period between 1823 and 1834.

Obviously obsessed with producing Sonoma Valley wines superior to all others, Sam, successor to his father August Sebastiani, who died in 1980, has visited wineries in both Europe and the U.S. seeking the most up-to-date techniques and equipment for the production of the ultimate in fine wines.

SEBASTIANI VINEYARDS has ten (10) enologists, several testing laboratories with the most up-to-date and intricate analytical equipment. (The newest is an ingenious device called an atomic absorbion meter which reads certain elements in the juice of grapes, such as sodium and potassium.)

Noting that the smaller boutique wineries place emphasis on their "smallness" as a key to maintaining quality, Sam Sebas-

tiani is quick to point to facilities within his winery's impressive "tank farm" containing some 163 stainless steel, refrigerated tanks.

The outside tanks contain separate batches—vineyard blocks—of wine made from grapes of a particular vineyard or piece of vineyard. Each tank is carefully scrutinized and studied and tested in the interest of quality control.

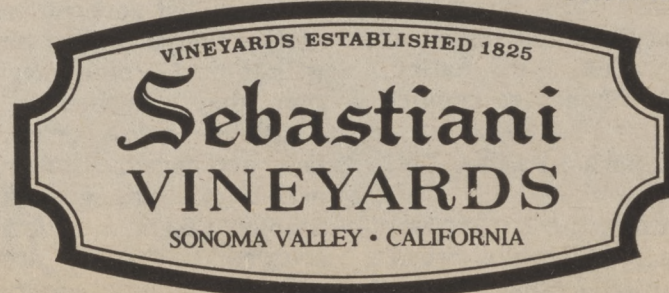
There is even a "mini-winery" setup within the tank farm building, where a single box of grapes can be crushed and processed in

the ongoing desire for the ultimate in premium wines.

THOSE 163 STAINLESS steel tanks referred to individually hold anywhere from 5,000 to 100,000 gallons of wine each, and it takes 150 tons of refrigeration to maintain the gallonage at the temperature desired.

Not too long ago—in 1970—Sebastiani Vineyards had storage tanks holding 2.6 million gallons. Today the tank capacity is 6.2 million gallons.

Please turn to Page 52



Our compliments and congratulations to all of you who made another Vintage Festival possible!



We're Celebrating

56th

Year!

•Formerly Duhring's
General Merchandise
Founded 1850

Mission Hardware

498 First St. East

996-2211

**RAINY DAYS
AND MONDAYS**
WON'T GET YOU DOWN

Especially since we're now open Mondays and you're carrying one of our new American umbrellas. Subtle prints with country charm, colorful chintz prints, solids with carved animal head handles and Kliban's wonderful cats. From \$21 to \$33.



THE NEXT STEP...

SONOMA-464 1st St. E.
Place des Pyrenées, Suite C
(707) 938-4495

LADIES SHOES & ACCESSORIES

Chateau St. Jean

Continued from Page 12

uniqueness, Chateau St. Jean is developing another wine product, totally separate from its table wine production. This product will retain the Chateau's commitment to high quality, according to Hemphill.

SPARKLING WINE, started in 1979 by this Kenwood based winery, is being produced near the town of Graton in Sonoma County. Enologist Pete Downs is overseeing the project.

Chateau will release its 1980 vintage sparkling wine, the first pressing and bottling of this product, in the fall of '83. There were 14,000 cases of sparkling wine bottled by the winery in 1980. Eventually production will reach approximately 60,000 cases.

Hemphill insists that the Chateau's sparkling wines must age at least three years to ensure a high-quality product. Some sparkling wines will be aged five years or longer.

SEVERAL YEARS OF experimentation, blending various still wines (*cuvées*), has resulted in production of these sparkling wines. Chardonnay and Pinot Noir grapes, exclusively, were used for production of these wines.

Such experimentation is ceaseless at Chateau St. Jean, Hemphill added. Review of Chateau's goals has been broken down into five-year segments.

"We always want to strive for the next threshold up," Hemphill said. "We want to identify our niche, something we can do that is unique in the wine industry."



Photo by Tim Oglesby

THE ELEGANT CHATEAU

Chateau St. Jean Winery continues its commitment to excellence

The harvest / *County's autumnal routine*

The Sonoma County grape harvest is in full swing from late August until mid October. Vineyard workers pick day and night to keep up with the ripening grapes.

Once picked, the grapes are emptied into gondolas which are transported by trucks to the wine-making facility.

At the winery, the white grapes are dumped from the gondolas into the crusher/stemmer, where a revolving corkscrew mechanism gently knocks the grapes

from their stems. This breaks the fruit's skin and frees the juice from the berries.

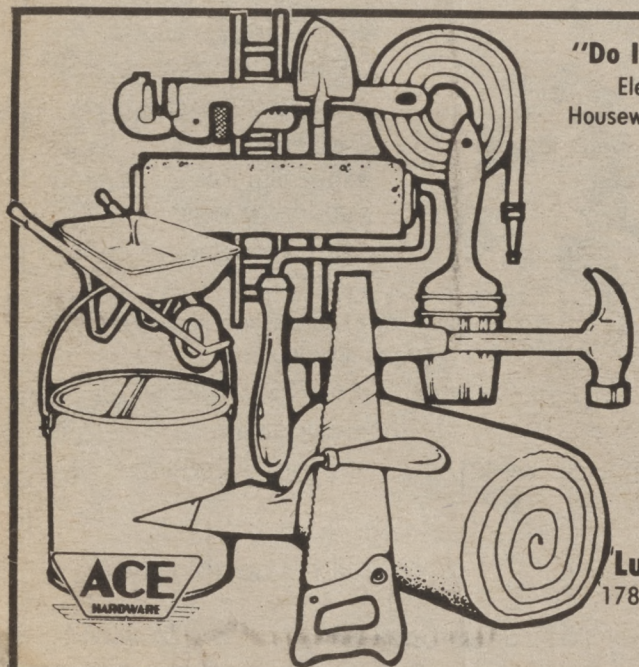
This free-flowing juice is clarified by a centrifuge and then is pumped into a temperature-controlled stainless steel tank for fermentation.

The remaining grape solids are processed through the grape press where the pressed juice is extracted. Part of this "must" may join the free-flowing juice or it may be fermented separately.

With red grapes, the operation is slightly different. After the grapes are crushed they are transferred into fermentation tanks, skins, seeds and all.

It is the skins and seeds that impart tannin and color to the wine. After fermentation, red wine is clarified and moved to clean cooperage.

The juice from the pressed grape solids may be added back to the same fermentation batch or kept separate and used later for blending.



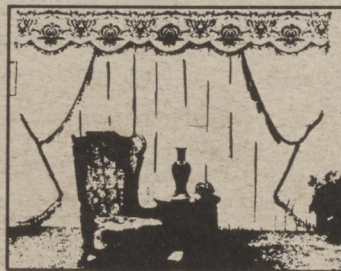
"Do It Yourself Headquarters"

Electrical - Paint - Plumbing
Housewares - Garden Supplies - Tools
Building Materials

- Thomas Light Fixtures
- Owens Corning Insulation
- Bernzomatic Torches
- True Temper Hammers
- Skil Power Tools
- M-D Energy Savers
- Flecto Wood Finishes
- Fuller-O'Brien Paint
- Stanley Hand Tools
- Delta Faucets
- Hall-Mack Bath Accessories
- DAP Products
- Elmer's Glue

Parsons
Lumber & Hardware Co.
17800 Sonoma Hwy., Boyes Springs
996-1008

Custom Draperies & Carpets



D.F. DuPont

Custom Shades
Mini Blinds
Woven Woods
Custom Bedspreads
Quality Rugs & Carpeting

Upholstery Co. 20525 Broadway

938-4866

Glen Ellen Winery

Big find for a big family that finds early big success in Sonoma Valley

By JOHN LYNCH

What a find.

In 1979 young Michael Benziger was scouting the countryside of Napa, Sonoma, Lake, Mendocino and Monterey counties, even travelling as far east as the Sierra foothills. He was trying to find the ideal spot of land where he, and his family, his brothers, and father and mother—all native New Yorkers—could "work the land," a place "scaled to cultivation,"

where they could live and work together, growing and selling grapes.

Not only did he succeed in finding such a viticultural Eden, he also came up with a location that was actually suitable for making wine from the grapes they originally intended just to grow.

The Benziger family's Glen Ellen Winery was born!

What Benziger, now 31, discovered was the one-time ranch prop-

erty owned in the pre-Prohibition days by Julius Wegner, well-known wine and brandy producer.

Snug in a quiet, idyllic little valley off London Ranch rd., Glen Ellen, a later owner of the property continued to raise Cabernet Sauvignon grapes, which went into the production of Kenwood Vineyards' popular Artist Series Cabernet.

With already proven high quality hillside vineyards, space to

erect a winery and plenty of room for the entire Benziger clan to live, Mike had indeed made an ideal find.

NOT ONLY does Mike have a nose for the right location, he, along with brothers Joey, 27, and Jerry, 24, know what they're doing when it comes to making wine. Glen Ellen's 1981 Sonoma County Sauvignon Blanc won a gold medal in last month's highly competitive Los Angeles County "Fair for All" wine judging. And other Glen Ellen wines have also been well-received, so much so in fact that they've sold out in some

Please turn to Page 15

WELCOME TO THE VINTAGE FESTIVAL

HISTORICAL
LANDMARK
NO. 496



BUILT IN
1836
BY CAPT.
SALVADOR
VALLEJO

THE SWISS HOTEL

SUPERB DINING

Delicious food prepared in the old world style by our chef

JOHNATHAN FONG

COCKTAILS

In the famous Grey Fox Saloon. The finest rare California wines,
Personally selected by owner Ted Dunlap.

Some of our wines available nowhere else in California.

A museum in its own right, The Swiss Hotel displays an endless array
of antiquity and a century's worth of memorabilia.

Outdoor dining is offered in the summer in our grape arbor covered patio.

Your Hosts: TED & HELEN DUNLAP

**OPEN FOR DINNER WEDNESDAY THRU SATURDAY AT 5 PM
NOON ON SUNDAYS RESERVATIONS 938-2884**

- THE ONLY SALOON IN THE WORLD WITH A GENERAL'S 5 STARS
— GIVEN TO US BY GENERAL HENRY "HAP" ARNOLD
- THE ONLY SALOON THAT HAS FOR YOUR VIEWING
A GOOD REDEEMABLE (3.00) THREE DOLLAR BILL



•Stained Glass

- Etched Glass Boxes •Laser Prints
- Austrian Crystal •Unique Cards
- Carved Wood Boxes •Face Mugs
- Wind Chimes •Belt Buckles
- Gifts for Every Occasion

CRAFTY COW

"On the Plaza"

483 1st St. W., Sonoma

Open Daily

Hair & Skin Care for the Entire Family



- Hairstyling for Women & Men
- Blow-dry Hair-cuts, long or short
- Special prices for children under 10 years
- Professional Make-up & Skin Care
- Facials, Manicures & Pedicures
- Nail Tips & Nail Wraps
- Haircoloring
- Permanent Waves



Call for appointment:

18770 Sonoma Hwy. 996-3641

Glen Ellen Winery



Photo by John Lynch

ALL IN THE FAMILY AT GLEN ELLEN WINERY

From left: Bruno Benziger, patriarch of the family wine business, young Buck Benziger, and wine-maker Dad, Mike Benziger

Continued from Page 14

areas.

1979 Sonoma Valley Cabernet Sauvignon, (custom crushed before the winery was established in 1980), 1980 Alexander Valley Proprietor's Reserve Red (100 percent Cabernet) and 1981 Sonoma County White (a blend of French Colombard grapes) are other Glen Elen bottlings. Due to be released next month are a 1981 Sonoma Valley Chardonnay (Les Pierres Vineyards) and 1981 Sonoma County Chardonnay.

Wine-maker Mike Benziger insists, though, that all the credit for the winery's early success belongs to his father, Bruno Benziger, patriarch of the family ranch association. "Thanks to Dad," is his response, when reminded of the winery's recent successes. "He's the circus master."

BRUNO BENZIGER has taken some 30-plus years of merchandising experience with the wine and spirits importing firm of Park, Benziger & Co., New York, and propelled Glen Ellen Winery into a winner. Outdoor life in general and farming-winegrowing in particular have always held a special interest to him. So that's why on that fateful day in 1979, when son Mike called with information on his find up in Jack London's neck of the woods, the decision to leave the east coast was not an overly difficult one.

"You're always reluctant to leave, but we were ready for the change," he said, in explaining his decision to go into "early retirement," sell his partnership interest in Park & Benziger firm, and head west.

Bruno, his wife, Helen, and Mike, and his wife, Mary, were joined by Mike's brothers, Joey (assistant wine-maker and "cellar rat," he jokes) and Jerry, vineyard manager, all of whom uprooted themselves from their lifelong home of White Plains, N.Y. Teen-aged brother Christopher, and a sister, Kathy, now 16, also live on the ranch.

Joey, is also married, and he and wife Diane have a daughter, Kelly, age 1½. Mike and Mary have two children—a girl, Erinn, age 2½, and a boy, Buck, 1½. All live on houses at the ranch.

THE LIST goes on. Still residing in New York are other children of Bruno and Helen Benziger, including Bobby, who was just married last month, (he owns a wine shop in White Plains), and another daughter, Patricia, who has been put to work as a "sales agent" in that state for Glen Ellen Winery.

The first in the four-generation line of Benzigers is represented by Bruno's mother, Katherine, who also lives on the ranch.

Please turn to Page 17

Champagne taste

distinctive clothes and accessories

Open 7 days a week
11 a.m. to 6 p.m.

493 First St. West

938-0858

PRECISION ENGINEERING
FOREIGN CAR SPECIALISTS

**Happy Vintage
Festival
from the staff
at**

**PRECISION
ENGINEERING**

22690 Broadway

938-3343

The Sebastiani Family

SONOMA VALLEY WINEMAKERS

For three generations, our family has proudly offered California wines of exceptional character and distinction. Since the days of my grandfather, Samuele, our philosophies have gone unchanged. Our traditional approach to the art of creating fine wines has resulted in more than 350 top awards from prestigious wine and spirits competitions around the world.



Being one of the few historic California wineries still family owned and operated, we are particularly proud of our heritage. Our original vineyard, adjacent to our binning cellars, was founded in 1825 by padres of the Sonoma Mission. This vineyard (State Historical Landmark No. 739) was the first to be planted north of San Francisco and marked the beginning of winemaking in Northern California.

Half a century later, in the Tuscany region of Northern Italy, Samuele Sebastiani began learning the vintner's art from monks of a monastery near his home. In 1895, 21-year-old Samuele came to America with his wine-making skills and the dream of his own vineyard and winery.

He first found work in the vegetable fields south of San Francisco. This provided money for a sturdy wagon and a team of horses. He then came to the stone quarries of Sonoma to cut and haul cobblestones for San Francisco streets.



By 1904 Samuele had saved enough to realize his dream. He was able to purchase the former mission vineyard and our present stone cellars.

It's been many years since the winery days of my grandfather and, under the careful guidance of my father, August, those years brought many changes. Improvements have been made in handling grapes and wine and in fermentation techniques. These improvements mean more consistent and higher quality wines. However, the success of our vineyards has been due equally to those things that haven't changed: the slow

mellowing and aging of premium wines in selected woods; the careful blending by taste of vintage lots; the natural clarification of wines by racking, or movement, through settling tanks; and the costly (yet we feel necessary) aging of many wines in the bottle — sometimes for years prior to release.

This delicate blending of old and new, of tradition and technology, has been the reason for the gratifying success we have enjoyed from our premium wines which are backed by three generations of skill and dedication to the art of winemaking.

The complement of good wine is good food, and my mother, Sylvia, is known widely for her expertise in the kitchen. Her reputation as a gourmet cook and an ever-growing number of recipe requests led to the publication of her "Sebastiani Family Cookbook." It is a partial collection of the skills she has learned over the years plus many family recipes handed down for generations. She's often called upon to entertain prominent guests of the winery and never do they leave disappointed or hungry.



My dad, too, was renowned worldwide as a breeder of rare game birds. He was solely responsible for the preservation of at least one species of dove thought to be extinct. As a living tribute we still maintain one of our irrigation lakes as a sanctuary for migratory waterfowl and work closely with zoos and other breeders to increase the numbers of several species on the endangered list.



More than a thousand birds fill the aviary my dad established near the winery. Unfortunately, for the health and safety of the birds, it is not open to visitors.

Every visitor to our winery will, however, find our cellars are open and cordial. Guided tours are conducted daily the year round.

Our cellars are unique among wineries for here on display is the largest collection of carved casks in America. Tours pass through a gallery of carvings by woodcarver Earle Brown. Also included on our tours is our Indian Artifact Museum. Officially opened in late 1980, our museum pays tribute to native people from nearly every culture area of North America. Each tour concludes at our tasting room where our wines may be sampled at leisure.



For those unable to visit our winery, as well as those who wish to learn more about wine-making, we offer a free newsletter. Here we try to provide some insight into life in the wine country. Illustrated topics range from the technical aspects of wine production to personal anecdotes and favorite family recipes. Currently our newsletter is being sent to more than 118,000 consumers nationwide with more requests coming in daily.

The foundation of our entire history is, of course, our wine. We have always prided ourselves on the quality of our product. It was my father's concern that we do not lose our reputation for fine wine and, in his memory, I have reaffirmed our intention to produce wines of exceptional character and appeal. Our "Proprietor's Reserve" selection has always offered award winning wines of international acclaim and that tradition will not change.

Our family and staff share a dedication to the very highest principles in the art of winemaking, and this dedication will insure not only the continuation of our heritage but a strengthening of our family's reputation as creators of a truly superior product.

Sam J. Sebastiani



Sam J. Sebastiani



Glen Ellen Winery

Continued from Page 15

One might conclude that it's a family business.

Mike was formerly employed as wine-maker for a winery in Livermore Valley. Joey acquired his knowledge of the wine biz while owning and operating a wine shop in White Plains.

The rewards of a family business are realized at bottling time and during the crush when just about everybody on the ranch gets into the act.

SET TO embark on their second crush, the Benzigers, pleasantly surprised over their lightning-quick success, insist that they'll stick with their original game plan. "Our strategy is focused on good value," Bruno stated,

"whether it be in our table wines or varietal wines. We feel we offer competitive prices and good quality."

Quality, of course, begins in the grapes and the Benzigers are taking great strides to produce the best fruit they can. The attractive, rolling hillside vineyards on the Benziger estate are planted in "two distinct, clearly differentiated soil types." There are currently 40 planted acres of grapes—25 acres of Cabernet, eight acres of Sauvignon Blanc. Sprinklings of Semillon, Cabernet Franc, Malbec and Petit Verdot (blending varieties) are also included.

The family is also contemplating acquiring a vineyard in the famed Carneros region at the

southern end of the valley where they plan to grow Chardonnay grapes.

Eventually, all of Glen Ellen Winery's wines will be Sonoma Valley "estate bottled" appellations.

In 1981, Glen Ellen's first-ever crush turned out 3,000 cases of wine. This year, they're shooting for about 3,600 cases. Maximum production level is set at 25,000 cases.

THE WINERY, itself, is quite small (about 8,000 square feet) and stands just down a narrow road from the various family homes on the ranch. The winery's two stainless steel jacketed fermentation tanks have a 13,000 gallon capacity. The French and American oak barrels they possess provide a cooperage capacity

of 20,000 gallons.

Grapes are hand-sorted before going into the crusher-stemmer.

Bruno Benziger explains that the winery is not out to mimick a certain style of wine. Rather, they want to produce wines that are unique to the ranch area itself. "Milo Shepard's (local vineyardist and a relative of Jack London) Cabernet grapes taste completely different from our Cabernet, and his vineyards are just up the road a piece," he noted. "We're looking for a lot of layers and depths (in our wines)...in a word, finesse."

Glen Ellen Winery wines are marketed throughout California and New York ("they're available in 12 of the finest wine shops and

Please turn to Page 19

For Your Wine Country Picnic

Come to
Sonoma Sausage Co.
and choose from our
taste tempting selection
of home-made sausages.



453 First St. West 938-8200

Hours: Mon.-Sat. 9 am-6 pm Sun. 1-5



In Historic Buena Vista Vineyards

Hacienda Wine Cellars

Welcome

We at Hacienda welcome you to our winery and Wine Garden knowing that you will savor our wines and enjoy the quiet ambiance of this historic spot.



Tasting Room Hours Open 10-5 Picnic facilities overlooking vineyard and pond.
1000 Vineyard Lane (707) 938-3220 P.O. Box 416, Sonoma, CA 95476

At The Entrance To Sonoma Valley

FRESH:

Fruit	Farm Fresh Eggs	Honey
Vegetables	Home-Made Pasta	Beans & Rice
Nuts	Imported Olives	The Finest Sonoma
Grains	Dried Fruits	Napa & California Wines



We want to please YOU, the customer, so we purchase the highest quality produce at a savings to you. Mouth watering, delicious produce at low, low prices is what you will find at the FRUIT BASKET.



The Metalinos Family Welcomes You
To The Vintage Festival

THE FRUIT BASKET

Arnold Drive

Opposite Schellville Airport

938-4332

Glen Ellen Winery

Continued from Page 17

restaurants in New York," he boasts).

THE RANCH where the Benzigers live and make wine has been in existence since 1868. In 1870, according to Sonoma County re-

cords, some 30,000 gallons of wine and 3,000 gallons of brandy were produced by Julius Wegner.

The property was said to have become a stylish resort in the early 1900s, then known as "Wegnerville." The winery was famous for its expensive and popular Zin-

fandels.

Sales records also show that Jack London, who owned several adjoining acres of land, purchased wine from Wegner's property. It is generally believed that London came close to buying the property, but eventually declined

because there were too many buildings—17 in all—to maintain.

Before Prohibition sent Wegnerville spiraling into oblivion, the ranch boasted its own church, dance hall, winery and elaborate resort facilities.



Restaurant Francais Country French Cuisine

Catering
Luncheon Tues - Sun
Dinner Thurs - Sun
Weekend Brunch

Place des Pyrenees

464 1st St. East

996-2757

Café **PILLOU**



Now available in softcover
at \$9⁹⁵ Cloth \$16⁹⁵

Author will gladly inscribe a personal
copy for you at the:

JACK LONDON BOOKSTORE

14300 Arnold Drive

Glen Ellen, Ca. 95442

996-2888

WANTED: Any books or memorabilia by or about Jack London. Highest prices paid for single books or complete libraries of books on California, Alaska, Hawaii and by any well-known authors.

With nearly 12,000 books in stock, you can browse for your favorite author in a congenial antiquarian atmosphere at the

JACK LONDON BOOKSTORE

14300 Arnold Dr., Glen Ellen

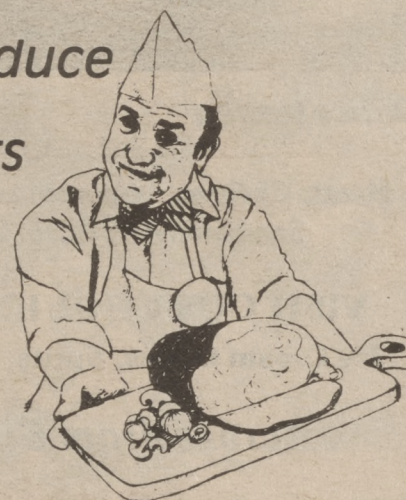
**Best Wishes
for a successful
36th Annual
Vintage Festival**
from all us at . . .

FIESTA

Right on Hwy. 12 Boyes Hot Springs



- Garden Fresh Produce
- High Quality Meats



Grand Cru Vineyards

Winery to replace 'old and tired' vines, increase wine production

Al Ferreira, general manager of Grand Cru Winery in Glen Ellen, compares the life of the

vineyard to a person growing up. "When you plant it is like crawling," Ferreira said. "When you

harvest the grapes, it's like your first love."

And because the "old and tired" vineyard on the 36-acre estate no longer produces much in the way of grapes, when 26 of those acres are replanted next year and later harvested, it may well be like "first love."

The mature yield of that acreage (the varietal is still undecided) could produce 100 tons each year for the winery, which now must buy all it eventually bottles.

GRAND CRU's releases increase each year. It put out 15,000 cases of wine in 1980, but when new owners Walter and Tina Dryer took over in early 1981, it began producing even more.

In 1981, 23,000 cases were produced; 30,000 cases are projected for this year and 40,000 in 1983.

Most of what is released are various white wines.

"We're about 60-40 whites to red, our biggest being Chenin

Blanc," Ferreira said. Currently, red production centers on Cabernet. No Zinfandel is being produced.

EXPANSION PLANS include enlarging the tasting room and constructing a V.I.P. center.

"We do have to build a new warehouse to house our bottling line," Ferreira said. Its current bottling facility was built to handle 20,000 cases a year, although it now sometimes moves as much as a 1,000 cases a day.

"We are going to add a new labeling machine," Ferreira continued. "We're refining it (a new German-made prototype) for use in the United States."

MEANWHILE, WINEMAKER Bob Magnani continues to cultivate his award-winning wines.

This year's releases are: Dry Chenin Blanc, Clarksburg, Yolo County, 1981; Gewurztraminer,

Please turn to Page 21



HAPPY VINTAGE FESTIVAL

•Gifts For All Occasions
•Wine Goblets
•Wine Glasses

107 EAST NAPA ST. 996-2004
OPEN Mon.-Sat. 10-6

Sunday 12-5
Doris and Ida, Owners

BANKAMERICARD MASTER CHARGE

Old Sonoma Creamery



Delicatessen

Ice Cream Parlor

Meats, Cheeses, Imported and Domestic Beers, Wines
Sandwiches, Salads, Gourmet Specialties

VISIT OUR COOL ICE CREAM PARLOR

Ice Cream Cones, Splits, Sodas, Sundaes, Candy

Across From Sonoma Mission

400 First St. East

938-2938

CREAMERY SPECIALS

Bear Flag Special—A yummy nutritious banana milkshake made with vanilla ice cream & flavoring & a fresh banana

Chocolate Lovers Downfall—double scoops of creamy chocolate ice cream accompanied by hot fudge sauce & shaved chocolate.

The Colonel—A smaller version of our banana split featuring two scoops of vanilla, with chocolate & pineapple sauce, trimmed with banana & finished off with whipped cream & a gorgeous cherry.

Ides Delight—Coffee ice cream & chocolate sauce crowned with swirls of whipped cream.

The General—An old fashioned banana split—chocolate, vanilla & strawberry ice cream, a whole banana, chocolate, pineapple & strawberry sauce—triple mounds of whipped cream, chopped nuts & a maraschino cherry.

Jacks Special—Not Jack London, but our friend Jack's own favorite—a thick creamy shake of vanilla ice cream, pineapple sauce & buttermilk—simply delicious.

Mission Belle—Double scoops of strawberry ice cream topped with marshmallow & strawberry sauce, garnished with whipped cream & chopped nuts.

Schellville Slough—Our largest sundae—an ice cream lovers delight—luscious, generous scoops of coffee, chocolate, strawberry, peppermint, vanilla & peach ice cream—served with hot fudge, strawberry, marshmallow, caramel, chocolate & pineapple sauce. Mounds of whipped cream—finished off with nuts, chocolate sprinkles, & a juicy maraschino cherry.

The Toscano—A luscious, chewy, fudgie brownie—served with vanilla ice cream & hot fudge sauce.

The Winemaker's Concoction—A combination of vanilla & chocolate ice cream, frosted with chocolate and marshmallow sauce.

Winestompers Favorite Hawaiian Treat—Double scoops of ice cream topped with pineapple sauce, toasted coconut, embellished with whipped cream & a maraschino cherry.

OTHER FAVORITES

Sundaes

Hot butterscotch — Marshmallow
Strawberry — Hot Fudge — Pineapple
Chocolate — Caramel

Malts

Custom made shake/malt with
your choice of ice cream

Shakes

Strawberry — Pineapple — Chocolate
Vanilla — Cherry

Freezes

Raspberry — Pineapple — Orange
Lemon — Lime

Flavored Soft Drinks

Your Choice Of:

Vanilla — Chocolate — Strawberry — Cherry

Fountain Soft Drinks

Root Beer — Bubble Up — Pepsi



Photo by Leslie Erickson

CENTURY-OLD VINES AT GRAND CRU VINEYARDS COMING OUT
'Tired' vines to be replaced by fresh new varieties at Glen Ellen-based winery

Grand Cru

Continued from Page 20

Alexander Valley, 1981; Sauvignon Blanc, Northern California, 1981; Cabernet Sauvignon, Alexander Valley, 1979, Collector Series, and Cabernet Sauvignon, Northern California, 1980.

All are available in 750 milliliter bottles. The Chenin Blanc, Sauvignon Blanc and Cabernet Sauvignon are also available in the half-bottle, or 375 milliliters.

The Grand Cru tasting room is open daily, 10 a.m. to 5 p.m.



The
**Oak Tree
Cantina**

FINE MEXICAN FOOD

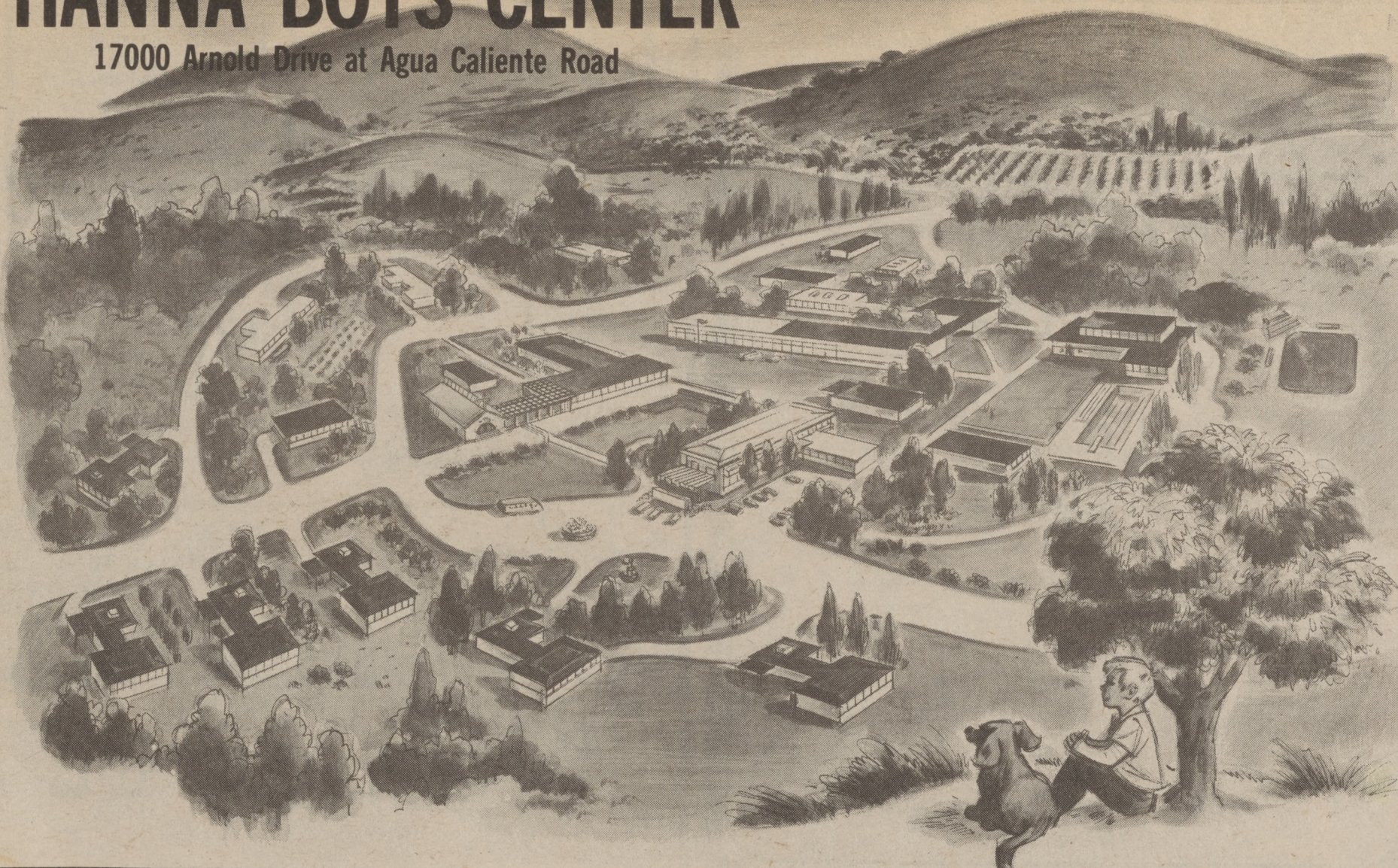
17267 Sonoma Hwy.
Sonoma

996-8831

Lunch: 11-2:30; Dinner: 5-9 pm;
Sat. Brunch: 10-2; Closed Sunday

Visitors to the valley are always welcome visitors to HANNA BOYS CENTER

17000 Arnold Drive at Agua Caliente Road





We've Re-Opened Our History For You

Our historic
PRESS HOUSE,
oldest winery building in
California,

has now been restored.

AGOSTON HARASZTHY
poured Buena Vista wines there
for his guests in 1862.

Now we are pleased
to do the same for you.

Join us there
in our new tasting room
for a toast to our past . . .
and your future.

Buena Vista

WINERY & VINEYARDS

Haraszthy Cellars

State Historic Landmark No. 392

Self-guided tour of wine caves and historic buildings.
Wine tasting & picnic facilities available.



Open daily
10-5

18000 Old Winery Road, Sonoma, California
(707) 938-1266

The trip

Why Agoston Haraszthy travelled to Europe in 1861

(EDITOR'S NOTE: William F. Heintz is a professional wine historian and consultant in viticulture history. His clients have been many of the best known wineries throughout the state. Recently, he has provided historical documentation for more than a dozen applications for viticultural appellations. A resident of the valley for 13 years, he has offices and a private wine museum in Sonoma.)

By WILLIAM F. HEINTZ

Easily the most famous viticultural excursion in California history is the trip taken to Europe in 1861 by Sonoma's Agoston Haraszthy. His purpose was to gather the best vines on the continent and bring them back home. It was his solution to the urgent need to upgrade in California the local quality of wine.

Historians have been arguing with increasing frequency of late, the need for Haraszthy's trip. Was it really necessary? On the surface it appears he might be accused of merely seeking publicity. For example, only a few months before he left, he advertised in the *Sonoma County Democrat* of Santa Rosa that he had 186 varieties of vines, 26 available for immediate sale.

It is also widely known now by researchers, that the French vineyardists in the Santa Clara Valley were growing by 1857 most of the leading vines from the Bordeaux or Burgundy regions of France. They also advertised these vines for sale in farm journals and Haraszthy could not have been ignorant of this fact.

An new explanation concerning the motivation for Haraszthy's

Please turn to Page 59

HARDWARE



- Plumbing
- Electrical Tools
- Paint
- Sundries
- Energy Conserving Products

LUMBER



- Paneling
- Siding
- Decking
- Fencing
- All your Building Material needs

NURSERY

Full Service Nursery



- Landscaping
- Consultations Available

FARRELL'S
Home & garden center

1360 Broadway

707 938-2692

Sonoma 95476

Gundlach-Bundschu

Vineburg winery will soon celebrate 125th anniversary at Rhine Farm

(EDITOR'S NOTE: Noel Bourasaw is a free-lance winewriter for publications in California and in the Pacific Northwest. He is now living in El Verano and is preparing a philosophical treatise on what would have happened if E.T. had landed in a Sonoma Valley vineyard.)

By NOEL BOURASAW

Just after the first of next year, Gundlach-Bundschu Wine Co. of Vineburg will release Special Selection bottlings of 1979 Cabernet Sauvignon and 1981 Chardonnay to celebrate the 125th anniversary of their Rhine Farm vineyards on Denmark Street.

The site of the original Vintage-Bacchus celebration in 1897, Rhine Farm's history reads like a Jack London tale. Jacob Gundlach, the founder, left his family in Bavaria in 1850 and sailed for America. On Christmas Eve, the sailing bark Emmy wrecked on the reefs on an island off the west coast of Africa and he was only

able to save a few personal belongings along with some prized cigars and some barrels of brandy which he hoped to trade in the future.

A couple of months later, he traded his way on to an American sailing bark which took him as far as Rio where he bartered cigars for shelter, food and wine. Eventually he secured passage on a British frigate which sailed arduously around Cape Horn and headed for San Francisco via Valpariso, Chile. On the way, he traded some brandy for a hammock and he finished the trip in relative comfort exactly a year to the day after he had left Germany.

Sometime after Jacob arrived, Emil Dresel, an architect who grew up in a wine family in Geisenheim, Germany, sailed to America by the direct route. In the early 1850's they met and decided to find real estate especially suited to growing grapes.

They bought the acreage for Rhine Farm in 1854 and by 1858

Jacob had set off for Europe to supplement the grape cuttings of Emil's brother Julius. The latter had been a successful vineyardist in the rougher climate of Texas.

By the way, if you are sipping a Johannisberg Riesling right now, you should toast Jacob and the Dresels: they were the first to successfully propagate this varietal here in California.)

Jacob came back that fall with about 1,000 vinifera cuttings in addition to a new wife from Bavaria. He and the Dresels planted the noble varietals on 400 acres along the foothills of the Huichica mountains and just to the north they constructed a winery with limestone from a quarry just up Thornsberry Rd.

TEN YEARS later, Jacob met another German immigrant named Charles Bundschu who had worked since his arrival in 1862 as a mercantile salesman. Jacob understood from the Haraszthy example that he had to market his wine, not just sell it,

and he made the bright young promoter an offer he couldn't refuse.

Bundschu could work for the company and earn an eventual partnership if he would become betrothed to Jacob's daughter Francesca, then aged 9. They were actually married in 1874 and in 1876 Jacob hyphenated his company name to Gundlach-Bundschu Wine Co.

Meanwhile back in the same decade when the partners met, Phylloxera Vastatrix, a louse, began to chew through the roots of the famous vinifera vineyards of France. An accidental guest who had hitchhiked over to France on tough, resistant East Coast varieties, Phylloxera began advancing towards Sonoma Valley in 1873. Julius Dresel had taken over the vineyards after his brother died and he became famous as one of the key people who discovered a cure.

Like his present U.C. Davis counterparts, he researched and

Please turn to Page 24



Av Relais

French Provincial Cuisine

Praised by Holiday Magazine and awarded a four star rating by Mobil Travel Guide

Elegant decor in a century old building
Outside dining on the Patio
Excellent wine selection and full bar

691 Broadway, Sonoma
(707) 996-1031

Gundlach-Bundschu

Continued from Page 23

tested several alternatives and isolated the correct one: he imported resistant Labrusca roots from the Mississippi River bottom and points east and grafted his surviving vinifera cuttings onto them. G-B crushed the first resistant crop in 1878, three years after Julius sold out his interest to Jacob.

About this time, Dresel introduced Sonoma Riesling under his own label, blending Franken Riesling (or Sylvaner) grapes to add body to the intensely fruity and flowery Johannisberg Riesling. When Bundschu descendants Towle (4th generation) and his son Jim re-opened the winery in the 1970s, they petitioned BATF to re-establish Sonoma Riesling as a proprietary wine.

It is now one of their most respected and unique bargains, along with Kleinberger which is known as Elbling in Germany.

JACOB DIED in 1894 and Charles and relatives withstood the depression of the next year, leading up to the most idyllic time at Rhine Farm. The Vale of Pan-

sies, near the limestone quarry, was the scene at harvest time 1897 of the Bacchus Festival. Charles and Julius had founded the club in the '60s and they invited members to the natural amphitheatre for a Greek drama starring Eva Gundlach and Benjamin Weed; he was the high-school principal and author.

They were star-crossed lovers and her Greek winemaker father refused to bless her marriage to the goatherd unless the upcoming harvest was great enough to make up for the three preceding drought years. Not long after the night they invoked Bacchus' aid, the leads were married in a non-fiction extravaganza.

Nine years later, the San Francisco offices were destroyed in the fire which shadowed the great 1906 earthquake, and the outlying offices were closed. It looked at first as if the charred barrel hoops and crumbling walls represented the end of the company but Charles worked hard for the last four years of his life and his sons Walter and Carl managed to reb-

Please turn to Page 25

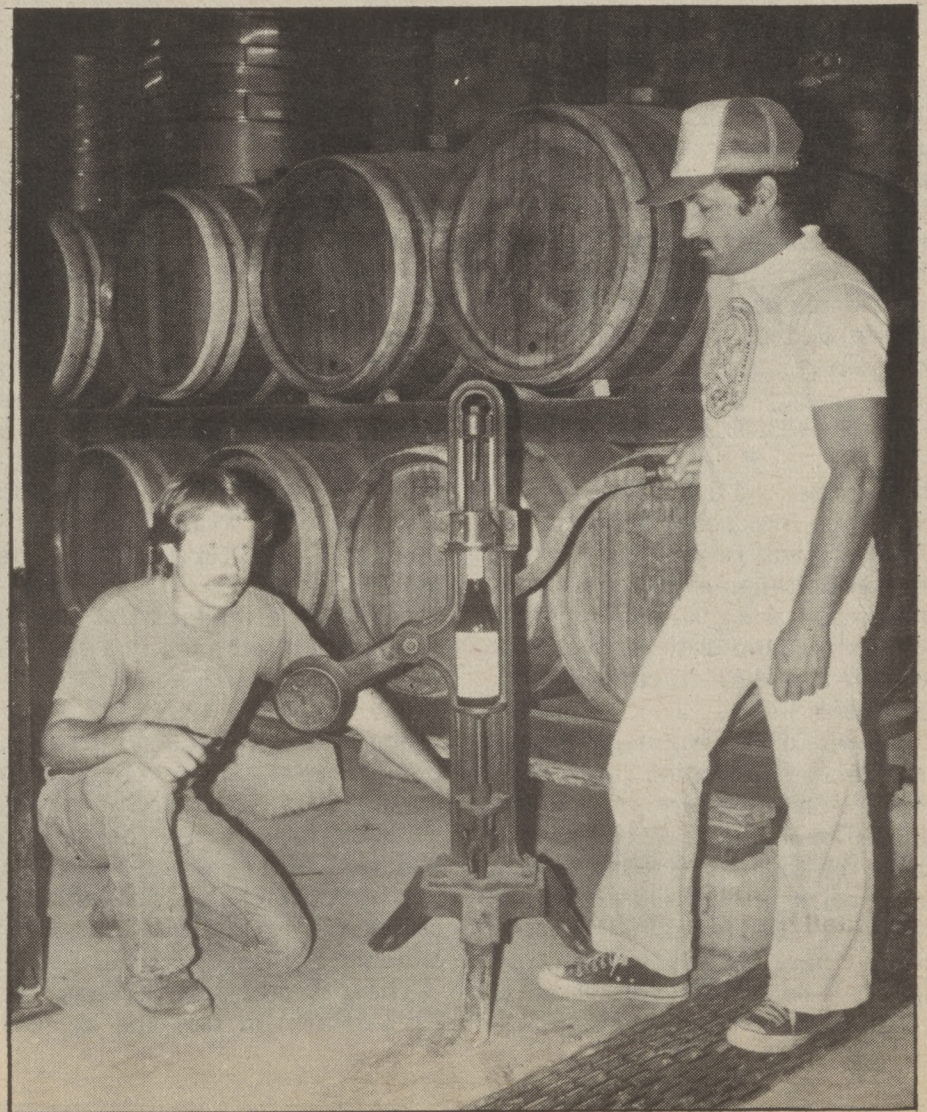


Photo by John Lynch

IN THE CELLARS OF GUNDLACH-BUNDSCHU
Cellarmaster Jim Farnkopf (l) and wine-maker Lance Cutler demonstrate use of antique corker

BOOKENDS BOOK STORE

We carry a full line of books, including:

Hard-Bound, Paper Backs,
Best Sellers, Self-Help,
Classics, Travel, Children's,
Cookbooks, Occult & more.

As well as:

High-Quality Bookends and the
best selection of maps in
Northern California.

We offer the following services:
Special Orders &
Out-of-Print Search

You will always find Bookends a
pleasant place to browse, seven days
a week.

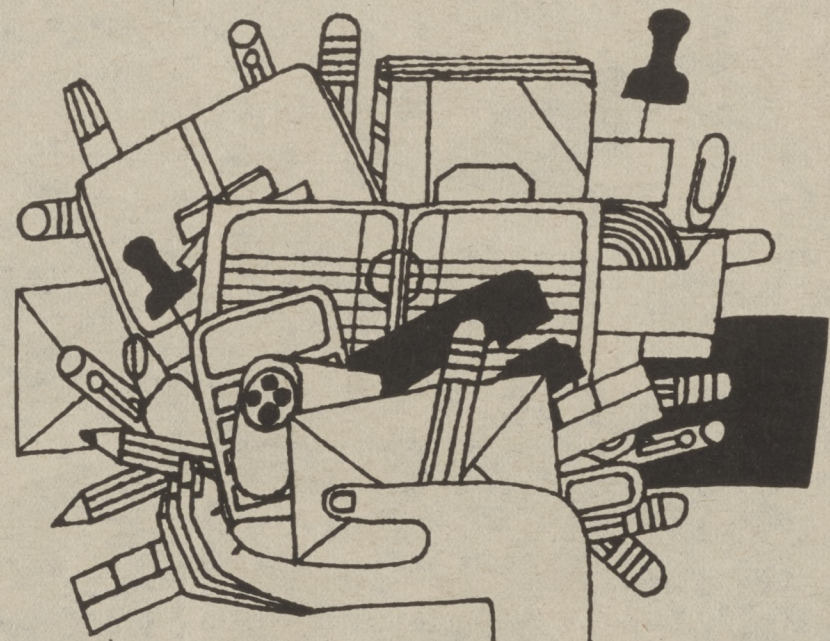


938-5926

BOOKENDS
Book Store

Mon-Fri 10-6; Thurs until 9
Sat 9:30-5:30; Sun 11-5

From office planning to equipment,



to furniture, to
supplies . . . we've offered
it all with quality
and service for 4 years.

Our best wishes
for a successful Vintage
Festival!

SONOMA OFFICE SUPPLY CO.
531 BROADWAY
(JUST OFF THE PLAZA)
938-1141

Gundlach-Bundschu

Continued from Page 24

uild the company by the time of Prohibition.

Walter's wife Sadie padlocked the winery in 1919, eschewing even the idea of sacramental wines. Even though there was an outstanding market for home winemakers, Walter's family money was eaten up by taxes and Sadie's Towle family money helped retain the vineyards, part of which were plowed under to grow pears and hay to feed the farmhouses.

Charles' grand family home under Arrowhead Mountain had burned and Walter and Sadie had William Farr, the architect of Jack London's house, design the stone house which is now both the G-B office and the home of Towle's wife Mary. Brother Carl was hired by Suzanne Niebaum to resuscitate Inglenook in the Napa Valley after Repeal.

Walter died in 1938 and after his son Towle served in the war, he and Mary returned to Rhine Farm and sold grapes from the original vineyards to Martini, Sebastiani and a small boutique winery in the

Santa Clara Valley named Almaden. Towle launched a replanting program in 1964 after he asked Jim to make a decision about staying in the business. And on Halloween 1969 Jim and two friends planned the reopening of the winery.

TOWLE DIED last year, just five years after the winery was officially reopened, and his funeral drew a who's-who of the wine industry. Later in the fall, original winemaker John Merritt left to another Sonoma County winery and his assistant Lance Culter replaced him.

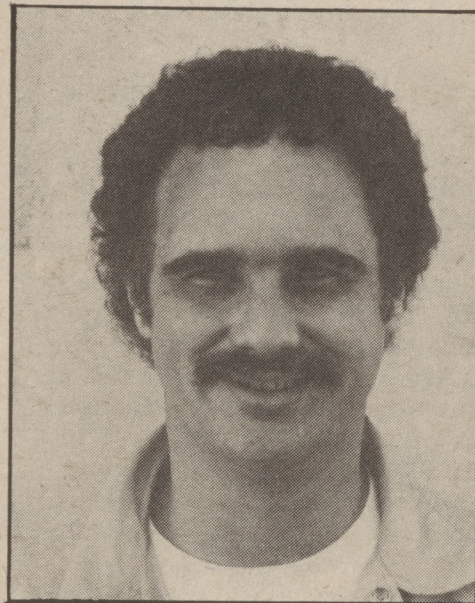
Culter was a school administrator by profession and moved here from Southern California to head the Moon Valley alternative school on Spain Street. A home winemaker for several years, he worked in the G-B tasting room during summer breaks and eventually changed trades when John Merritt invited him to assist in the cellars.

Jim and Lance now produce

about 40,000 cases per year and the total will rise somewhat when they create more room at their new winery. It is now planned to rise on the hill beside the present winery which overlooks G-B's extensive acreage for visitor hiking and picnics, and from which you can see San Francisco. They like to release big, red wines and delicate whites from fruit that shows through the light touch of oak. Their anniversary special selections are already exhibiting a special class in early tastings. Like all G-B releases, these are meant to be consumed with food.

Jim Bundschu has followed his great-grandfather's example by becoming instrumental in promoting all Sonoma Valley wineries. As president of the Sonoma Valley Vintners Association, he recently helped form a group of winery and vineyard owners who are donating assessments to help fund a promotional program for the valley.

Jacob and Charles would approve.



NOEL BOURASAW

Americans drink 38 gallons of soft drinks per capita each year, compared to two gallons of wine per capita annually. This despite repeated warnings about possibly harmful agents soft drinks contain.

MARY'S PIZZA SHACK

18636 HIGHWAY 12
BOYES HOT SPRINGS
938-3600
938-3601



OUR FOOD IS HOMEMADE
AND COOKED TO ORDER
TAKE HOME

PIZZAS

	SMALL	MEDIUM	LARGE	X-LARGE
1. Cheese	4.35	5.00	6.30	7.00
2. Linguica	5.10	6.30	7.10	7.85
3. Bell Pepper - Onion	5.10	5.75	7.10	7.85
4. Mushroom	5.10	5.75	7.10	7.85
5. Vegetable	5.10	5.75	7.10	7.85
6. Meatball	5.80	6.30	7.50	8.00
7. Olive	5.10	6.30	7.10	7.85
8. Pepperoni	5.10	6.30	7.10	7.85
9. Salami	5.10	6.30	7.10	7.85
*10. Mary's Combination	5.10	6.30	7.10	7.85
11. Sausage	6.05	6.55	7.10	7.85
12. Toto's Combination (Everything but fresh tomato)	5.10	6.30	7.10	7.85
13. Fresh Tomato	7.35	7.85	9.70	10.20
14. Anchovie	5.10	5.75	7.10	7.85
3 Item Special	5.10	5.75	7.10	7.85
Each Additional Item	5.85	6.50	7.95	8.70
Double Crust Pizza (.75 extra)	.75	.75	.85	.85

SIDE ORDERS — DESSERTS

- Homemade Chili, Bread and Butter — \$2.65
- *Small Dinner Salad — \$1.80
- *Large Mary's Special Salad, Bread and Butter — \$3.85
- Soup: Homemade — small, \$1.00 / large, \$1.65
- Garlic Bread — order, \$1.15 / 1/2 loaf, \$2.85 / loaf, \$3.50
- Cheese Cake — \$1.25
- Apple Cobbler — \$1.00 / ala Mode — \$1.50

*Choice of Dressing: House Special Oil and Vinegar, Thousand Island, Bleu Cheese.

DRINKS

Tab. Coca-Cola, Sprite, Root Beer	
small, 50 / large, 75	
pitcher, \$2.65	
Apple or Cherry Cider — .85	
Coffee/Sanka — .40 (refills—.15)	
Hot Tea — .50	
Iced Tea — .75	
Milk — small, 60 / large, 75	
Calistoga Water — .95	
CHECK OUR WINE LIST ON BACK OF MENU	

DRAFT BEER

Light — glass, 60 / pitcher, \$3.50	
Dark — glass, 70 / pitcher, \$3.75	

BOTTLE BEER

Coors	.90
Budweiser or Lite	.90
Miller Lite	.90
Heineken	1.65
Anchor Steam	1.65

DINNERS

DINNERS SERVED WITH SOUP OR SALAD, BREAD & BUTTER AND COFFEE
A LA CARTE ORDERS & SIDE ORDERS SERVED WITH BREAD & BUTTER
(No Substitutions — No Meatball with Side Order)
PLEASE LET US KNOW IF YOU ARE A VEGETARIAN

	DINNER	ALA CARTE	SIDE ORDER
Spaghetti and Meatball (Meat Sauce)	4.75	3.85	2.65
Spaghetti — Marinara (Meatless Sauce)	4.75	3.85	2.65
Spaghetti — Butter — Cheese	4.75	3.85	2.65
Spaghetti — Aglio Olio	4.75	3.85	2.65
Spaghetti with Clams — Red or White	6.50	5.25	No Meatball with side order
1/2 Spaghetti and 1/2 Ravioli	6.25	5.25	
Rigatoni and Meatball	4.95	3.85	
Ravioli	5.25	4.25	2.65
Cannelloni Ala Romano	5.25	4.25	3.65
Lasagne	6.25	5.25	
Eggplant Parmigiana	6.25	5.25	
*Gnocchi	6.25	5.25	
*Tripe	6.25	5.25	
*Pasta Al Pesto	4.65	3.95	3.25
*When Available	4.85	3.95	2.85

SANDWICHES

OPEN FACED — SERVED ON FRENCH ROLL

- Hamburger with small salad — \$3.85 (with cheese — \$3.95)
- Hot Salami Sandwich with small salad — \$3.85 (with cheese — \$3.95)
- Hot Meatball Sandwich — \$3.50 (with 2 meatballs — \$3.50)
- Cold Meatball Sandwich with small salad — \$2.85
- Sausage Sandwich with Sauce — \$3.65
- Plain Sausage Sandwich with small salad — \$3.65 (with hot pepper & onion — \$3.50 extra)
- Mozzarella Cheese Sandwich with small salad — \$2.65
- Hotdog in a blanket — \$1.25

CHECK POLICY
NO CHECKS EXCEPT WITH BANK COURTESY CARD
NO OUT OF TOWN CHECKS
WE ACCEPT BANKAMERICARD & MASTERCARD

H. Coturri & Sons

Where wines come naturally

By REBECCA GOEHRING

Recognition. At a time when wine consumption by the general public is at an all-time high and as the economy reaches to the depths, it becomes increasingly difficult for a small winery to gain recognition for its product.

And when that winery stands up in the face of accepted winemak-

ing practices and attempts its own style of wine-making — refusing the use of chemicals and allowing the wine to ferment in the barrel, bypassing the use of tanks — the task becomes even more difficult.

But the Coturri family, owners and operators of Coturri and Sons Winery in Glen Ellen, have committed themselves to the pursuit of excellence and, through that

pursuit they feel the recognition will come.

The small winery, (it is bonded for just 2,000 cases of wine per year) is run by father Harry Coturri, who handles the sales and financing of the winery from his San Francisco home, his older son Tony, who is winemaker and younger son Phil, who is in charge of vineyard development and grape selection. Don Parun is assistant winemaker and Janet Laursen is secretary at the winery.

The Coturri clan has committed itself to excellence in the bottle, despite its somewhat novel approach to wine making. The winery makes four prominent wines including Chardonnay, Pinot

Noir, Zinfandel, and Cabernet as well as a small amount of Semillon, Riesling and Gewurztraminer.

BECAUSE OF THE natural fermentation process the Coturris use in winemaking, it is important to have the best grapes possible. "That's why Phil's business is so important to us," Tony commented. "As a vineyard consultant, he can work closely with the grapes and find the best possible grapes for our process."

Tony admitted that the winery is having to work harder to convince the wine drinking public to try the wine. "Our wines are real full-bodied, big wines," Tony

Please turn to Page 27

*California
is the tops*

California vintners produce 90 percent of the wine exported by the U.S.



HAYWOOD WINERY

A VALLEY behind the historic city of Sonoma holds an estate vineyard. The valley is rugged with sparse soil and terraced slopes. We call our valley Chamizal, which in Spanish means "thicket of hardwood". Here we began clearing land for vineyards in 1974 and carefully located each varietal with regard to its climatic need.

Chardonnay is planted high on the ridge to enjoy the cool evening breeze, and our Cabernet we planted on the valley floor to benefit from the maximum temperature. White Riesling we located on steep eastern slopes to catch the first morning light, while the hearty Zinfandel is rooted on rocky terraces exposed all day to the sun.

Dennis Bowker is our vineyard manager and he knows sparse soil and low yield combine to provide maximum varietal character. Thus he makes certain that our plants are carefully trained and pruned for the necessary balance.

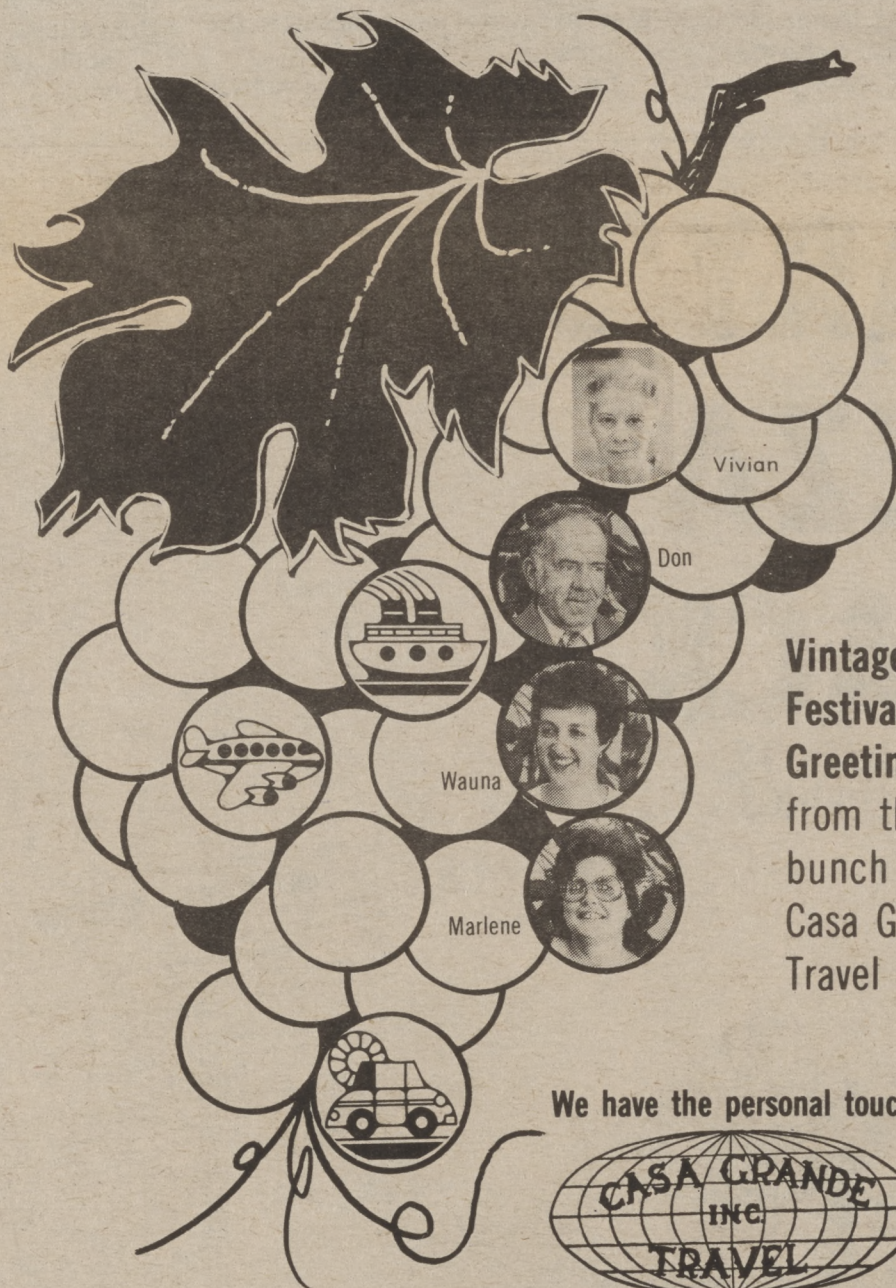
Charles Tolbert, our winemaker, came to us with eight years experience, the last six of which were as assistant winemaker at Chateau St. Jean. This rich experience supports his belief in the potential of these remarkable vineyards and the total control that small scale production affords.

Our estate production began with the crush of 1980, and the wines tell our story of the soil and the sun and our winemaker's art.

T. E. Haywood



HAYWOOD WINERY



We have the personal touch



539 BROADWAY - SUITE A
938-1221



Photo by Becky Goehring

WINEMAKER TONY COTURRI
Checks out a 1980 Zinfandel for Coturri and Sons Winery

—H. Coturri & Sons—

Continued from Page 26

commented. "We are really putting out something different and initially, there was tremendous resistance to the wine because it was so different. I think we are finally seeing the light at the end of the tunnel."

That light is emerging due in part to long hours that Tony has spent San Francisco marking in the wine to retail outlets. "We want to make sure the shops that carry the wine can work with us," he explained. "It's a hard thing to get a retailer to give a winery a chance. Certainly it will take a matter of time to get the wines generating without a giant publicity campaign, which is something we don't really want."

Tony is also trying to introduce Coturri and Sons wines to restaurants in the Bay area. In response to that goal, the family has eliminated the practice of sealing the cork with a wax cap and have gone to the standard lead seal on the bottle. "That (the wax sealing method) wasn't very well received," Tony admitted. "And as we began looking at restaurants,

the method wasn't good for table presentation. It tended to be rather messy opening the bottle."

He feels that the wines, by virtue of their full-bodied nature, are more conducive to a restaurant atmosphere. "We're probably a better food wine because of that," he said. "The wine tends to clean the palate better than a conventional cocktail wine. Our wines are young, but drinkable. They have acid content but that is balanced and the wine is well structured. You can drink our wines at a younger age but the aging potential is still there."

Coturri and Sons wines are in 10 retail shops in San Francisco and that trend is pleasing to Tony. He would like to see the wine on more retail shelves so that it can become more accessible to the wine-buying public, although a good percentage of the winery's sales continues to come from the mailing list the winery has built up.

People interested in contacting Coturri and Sons Winery may do so by writing to Coturri Winery, 6725 Enterprise rd., Glen Ellen, CA or calling the winery at 996-6247.

Best wishes for a successful
Vintage Festival



Jeane Ross, Secretary; Roland L. Thibault, Manager
Serving the Valley since 1961

NORTHWESTERN TITLE CO.

158 W. Napa St. Sonoma 938-8447

SCHWINN

The Schwinn System™...
the most complete line of bicycles
and accessories in the world



THE GOODTIME BICYCLE COMPANY

18315 Sonoma Hwy., Boyes Springs 938-0453

Open Monday - Saturday, 9 to 5

Hacienda Wine Cellars

A 'small friendly, family winery' that emphasizes quality, consistency

By BOB LYNCH

Crawford Cooley, the genial president of Hacienda Wine Cellars, describes his little knollside gem of a winery as "traditional, with an emphasis on consistency."

This consistency is evidenced in the awards bestowed on its wines in the select competitions Cooley and winemaker Steve McRostie choose to enter.

Located at the east end of Castle road, a stone's throw from the neighboring Buena Vista Winery, Hacienda is a relatively new win-

ery in an old setting—looking out over the vineyard acreage once planted by Colonel Agoston Haraszthy and the valley beyond.

Founded by Frank H. Bartholomew, prominent retired UPI news executive, in 1973, it has a pleasing intimacy and charm to match the quality of its wines.

Old oaks surround the two-story building and there is a wine garden, with tables and bench for visitors overlooking a tiny lake and the surrounding vineyards.

The small, but tastefully decorated tasting room provides visitors not only with sample sips of

Hacienda's nectars, but with wine-oriented gifts, carefully selected and at sensible prices.

COOLEY, WHOSE FAMILY roots in Sonoma County go deep, succeeded Bartholomew as president of Hacienda Wine Cellars in 1976. Under his direction the operation has doubled—from 12,000 cases in 1980 to almost 24,000 cases this year.

Being small, Cooley feels, gives Hacienda an advantage. "We wouldn't want to be in a market competing with Gallo or Taylor of

California.

"We sell quality, which comes with relatively small quantity. We think it's ideal, if we can sell our wines ahead of our ability to produce them."

Cooley describes winemaker McRostie as "exceptionally skilled and conscientious." A graduate of the University of California at Davis, McRostie has been with Hacienda since 1974.

As to the shaky economy's affect on sales, Cooley said they

Please turn to Page 29



Our expert TEAM does more than cut your hair. They design hair styles to suit only you and your lifestyle.

Come into The Mane Stop and let one of the TEAM give you the hairstyle you'll wear with confidence.

Featuring **REDKEN**
Salon Prescription Center
Nail care products, which
strengthen & beautify.

The Mane Stop
714 First St. West 938-1650

ENRICO & HARRY PARDUCCI

Valley of the Moon Winery

Vineyards Established 1851

Valley of the Moon Winery
777 Madrone Rd., Glen Ellen
Tasting Hours: 10 am - 5 pm; Closed Thursday

Hacienda Wine Cellars



Photo by John Lynch

QUALITY AND CONSISTENCY TAKE PRECEDENCE
Hacienda Wine Cellars wine-maker Steven MacRostie (l) and president Crawford Cooley

Continued from Page 28

were ahead at the end of the fiscal year, April 30, but acknowledged that things have been "soft" since then, yet picking up in August and September.

As an aside, the Hacienda head pointed out that shipment of all

California wines to all markets has been "almost flat" for the first five months of the year. "But we are optimistic for the future. People were just taking a deep breath," he said.

Please turn to Page 30

L&N DONUTS

Best selection of donuts
Serving: Breakfast from \$2.45
Lunch from \$1.75

Our Specialty:
Homemade Soup
262 W.
NAPA ST.
Sonoma
938-9833
5 am to 2 pm
7 Days a Week



The adobes ruled

Most of the structures built in California during Spanish and Mexican rule, were made of adobe. This included the Missions built by the Catholic church, the last being at Sonoma in 1823. The first adobe used in the Mission was in 1825. How long did this adobe last? Did the Spanish Californians really know anything about the art of adobe manufacture? There were repairs made on the Mission over the years but the main walls came down in 1909, as reported in the Sonoma Index-Tribune of February 13th. This gives that adobe a longevity of 84 years. It might have survived even longer had the 1906 earthquake not seriously attempted to separate one adobe brick from the other.



PLAZA SHOPPING CENTER

**WISHES YOU
A WARM
WELCOME
TO THE VINTAGE
FESTIVAL**

LELIA'S BOUTIQUE HEIDI'S INTIMATE APPAREL

REAL ESTATE MARKETPLACE

TUULA'S HAIR CO. JB LIQUORS

SHANGHAI RESTAURANT

ACROSS FROM THE SAFEWAY
SHOPPING CENTER

**5TH ST. WEST
& STUDLEY ST.**

Hacienda Wine Cellars

Continued from Page 29

WHILE NOTING THAT some segments of the entire U.S. population drink wine, Cooley points

out that the greatest interest in wine consumption is among young adults—"those in their 20s and 30s"—and he thinks that fact bodes well for the industry's future.

Cooley, who describes Hacienda as "a small, friendly, family-oriented kind of winery," noted that his son, Bob Cooley, serves as Northern California sales manager for their products, and is also involved with out-of-state marketing.

Another "family" angle Cooley is proud to talk about involves Hacienda's Zinfandel grapes. They come from vines planted in Cloverdale more than 125 years ago by his great-grandfather, William Bell Elliott.

Elliott, a noted hunter of grizzly bears, is credited with discovering the famed Geysers in Northern Sonoma County one day while tracking a grizzly that had killed some of his stock.

He and his wife are also listed as members of the Bear Flag Party. Mrs. Elliott is purported to have supplied strips of red flannel for the historic Bear Flag raised in Sonoma Plaza in 1846.

Other Hacienda wine grapes come from Buena Vista Vineyards and seven other vineyards.

HACIENDA MAKES seven wines—Chardonnay, Chenin Blanc, Gerwurztraminer, Cabernet, Zinfandel, and a limited output (about 500 cases each) of Pinot Noir and Johannisberg Riesling.

The winery produces more whites than reds, "although the red market is growing," said Cooley.

Chardonnay is the most popular throughout the U.S. and is "really preeminent along the Eastern Seaboard," said the Hacienda president. His own favorites are Chardonnay and Zinfandel (Hacienda of course).

The Hacienda Wine Cellars are open every day, except Christmas, Thanksgiving and New Year's from 10 a.m. to 5 p.m.



Pure • Natural • Unsweetened
Old Fashioned Juice

The Cherry Tree, Inc., Sonoma, CA 95476



Ron & Donna Pearson
of
Pearson Plywood

We are grateful to the many friends we have made through our business in the Sonoma area over the past 15 years. We know that the Vintage Festival of 1982 will be as successful as in past years and we congratulate all the people involved for their hard work.

Come and see us for all your plywood needs at

19500 8th St. East Sonoma 938-3719



'SMALL, FRIENDLY FAMILY WINERY'
Hacienda Wine Cellars founded by Sonoman Frank Bartholomew



J. J. Haraszthy & Son
Glen Ellen, California 996-3040

Hanzell Vineyards

'A very special place' for very special wine production

By JACKIE KRAMER

A visit to Hanzell Vineyards in the east foothills of Boyes Springs is almost as good as taking a trip into the Burgundy wine country of France.

The architecture of the winery building there is reminiscent of that of the famous Clos de Vougeot Winery in the province of Burgundy, and the 32 acres of grapes clustered on the golden hills offer a peacefulness and somnolence that create another world for winery guests.

Built in 1956 by the late James D. Zellerbach, San Francisco business leader, it was more recently owned and operated by Mrs. Douglas Day, who died in 1973. The winery has been owned since 1975 by Jacques and Barbara de Brye of England.

Winemaker at Hanzell for the past nine years has been Bob Sessions. He commented earlier this month that "when Hanzell was founded, it was the rocketship of

the age in wineries.

"Our equipment was all very advanced. We used stainless steel, the most modern laboratory items, aged all our wine in French oak barrels.

"Hanzell had perhaps the first stainless steel crusher/stemmer ever built, now 25 years old and still in use. We have been pioneers in the industry."

ONLY THREE varieties of wine are made by Hanzell; Chardonnay, Pinot Noir and Cabernet Sauvignon.

It wasn't until 1976-77, however, that the first Cabernet Sauvignon grapes were planted on a five-acre parcel in the vineyard. The first vintage to be released using these grapes will be in 1984.

Presently, Hanzell has 12 acres in Chardonnay, 15 acres in Pinot Noir and five in Cabernet Sauvignon grapes. The property itself spreads over 168 additional acres, requiring the full-time services of

Please turn to Page 32



Photo by Jackie Kramer

THIRTY-TWO ACRES OF GRAPES

...surround this beautiful winery building at Hanzell

Travel in style



Tomasini Travel is Sonoma Valley's oldest and largest travel agency. We practice old-fashioned service combined with the best that modern travel has to offer. Whether you're flying by jet to Europe or taking the train to Reno, our well-trained staff can help: (left to right) Pat Blanchard, Edythe Cordellos, Kandi Weider, Ruth James, June Edelman and Kathy Coghill.

(setting, Sonoma's own Train Town)

**Tomasini
Travel**

Valley Mart Shopping Center
MON.—FRI. 9—5 SAT. 10—2 938-5572

To know us is to
LOVE US

We're Sonoma's finest barbecue place

996-RIBS • 542-RIBS



Daily Dinner Specials

"Sonoma's
Finest
Barbecue
Place"



Phone &
Take
Out
Orders

Open Mon.-Sat., 5-10, Sunday 3 to 9 p.m.
Santa Rosa — 1950 Mendocino Ave. 542-7427
Sonoma — 18625 Sonoma Hwy.
(Across from Marv's Pizza) 996-7427

Hanzell Vineyards

Continued from Page 31

three gardeners.

As part of the winery expansion project several years ago, in 1979 Hanzell added a new 1700-square-foot building, adjacent to the existing winery. At the same

time, a new fermenting tank was added, "and we also bought a new Willmes Bladder Press," Sessions commented.

He explained that "in the wine-making process, the grapes are crushed, the red grape goes into the fermenter, yeast is added, and

the fermentation goes on for several days.

"Then, to separate the juice from the skins is where the Bladder Press is used."

SESSIONS EXPLAINED that although only two varieties of wine are released each year (Chardonnay and Pinot Noir), "what we do make, however, is simply the best wine possible. Money is no object, and exceptional quality is very important to us.

"As with all vintners, we need good grapes, and for us a good grape is a ripe grape. That makes a full, big wine with more of the character of that variety."

This year's offerings, to be released later this month or early in October, include a 1980 Chardonnay (\$18), 1978 Pinot Noir (\$15) and 1974 Pinot Noir (\$20).

Wines are sold in two ways. A brochure is mailed in mid-September to private customers listing current wines available for purchase. Wines that remain after orders have been received

are allocated to a few select stores and restaurants in California.

The tall, soft-spoken winemaker commented that perhaps 40-45 tons of grapes were to be crushed during this year's harvest.

"We're shooting for about 2,000 cases of wine this year, compared to 1,500 last year," he remarked.

THREE VINTAGES of the select Cabernet Sauvignon have been made, and last year Hanzell bottled 450 gallons of the Cabernet Sauvignon, creating 250 cases of the varietal wine which will go to lucky customers in 1984.

Although the winery does not have regular tours, it does offer tours by appointment by calling 996-3860.

Winemaker Bob Sessions loves his work, and enjoys a chance to explain the winemaking process to those who tour the winery.

"I never forget for very long that this is a very special place," he said softly. "And if I do forget, I get reminded," he added, a grin lighting his face.

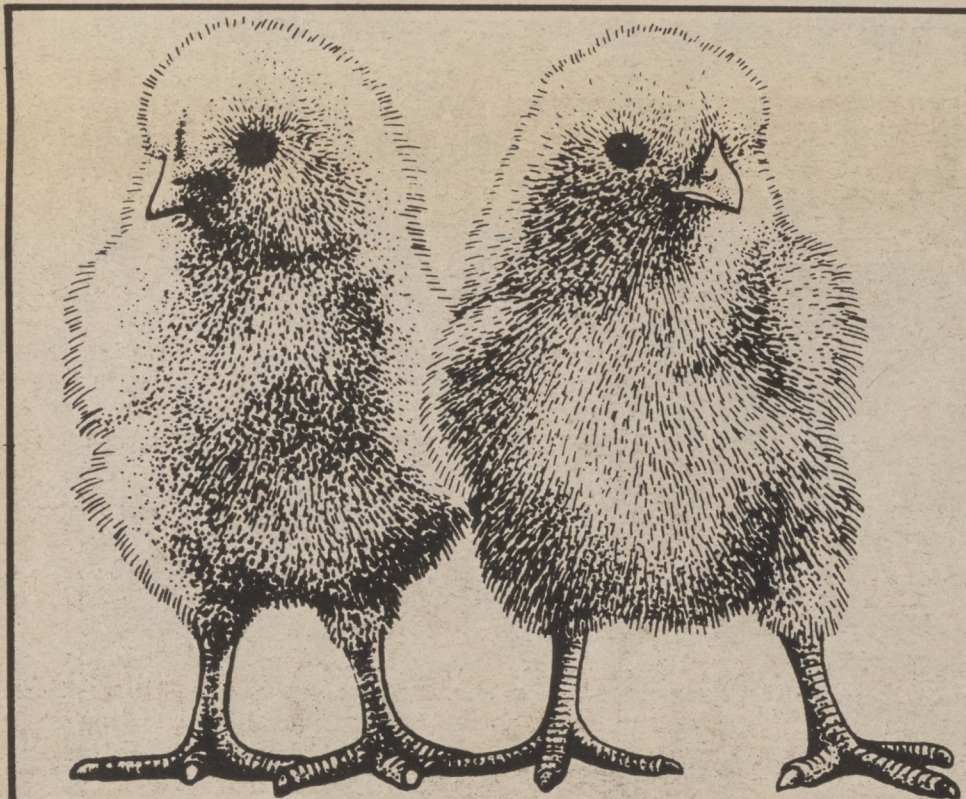
CREATIVE
CALLIGRAPHY

graphic designs

CUSTOM
DESIGNS
FOR
YOU—

— menus,
posters, flyers,
wedding invitations,
BUSINESS CARDS & MORE.

TERRY ROBOTKA • 996-3162 • SONOMA



*"There's no two ways about it
the best deal in town is at
Brocco's Feed Store!"*

**Hay • Grain • Feed • Tack • Vet Supplies
Tools • Wholesale • Retail. We Deliver**



FEED STORE

19660 Arnold Dr., Sonoma

938-2291



**We've got the floor
you've been looking for!**

- ★ No-Wax/No Work/Brite-Bond™ Surface
- ★ Durable surface that lasts & lasts
- ★ Complete selection of colors & patterns

Dailer Floors

CARPET ★ LINOLEUM ★ HARDWOOD ★ CERAMIC TILE

(Corner of Verano Avenue and Hwy. 12)

996-1239

Haraszthy & Son

Changes in the works for father and son team

By JOHN LYNCH

Changes are in the wind for the Haraszthy & Son wine operation in Glen Ellen, changes which will allow them to do what they've longed to do for many years—produce and sell their own wines at their own winery.

In the not too distant future, Jan Haraszthy and son, Vallejo, anticipate a move to a new winery near Sonoma. They're eager to sever their four-year relationship with their 6,000 square foot cellar room at London Glen Village on the banks of Sonoma Creek, where zoning and other restrictions continue to prevent them from producing and selling their own wines.

In the meantime, however, the Haraszthys—descendants of the famed Hungarian count, viticulturist and wine-maker Agoston Haraszthy, and who have the dubious distinction of owning perhaps the most frequently mispronounced and misspelled name in this, or any other language on Earth (the correct pronunciation is *Harris-tee*)—have been quite successful in the "custom crushed" wine business. Val Haraszthy explained: "What we do

is buy select, premium grapes from different vineyards and have them custom crushed."

This practice has brought them three award-winning wines in recent years—a gold medal at the Los Angeles County Fair for a 1974 Zinfandel, and a pair of bronze medals for 1979 Zinfandel and 1979 Chardonnay at last year's Sonoma County Harvest Fair. The '79 Sonoma Valley Zinfandel also picked up an Honorable Mention award at the statewide Farmers Fair held earlier this summer in Riverside County.

The Haraszthys have also in the past bottled a well-received Gewurztraminer and Johannisberg Riesling.

UNDER THE banner of a strikingly handsome new label, Haraszthy & Son just released this summer a 1981 Sonoma County Chardonnay, and for the first time, introduced a Sauvignon Blanc (1981, Sonoma County). Those new releases, along with the Zinfandel, bear the new label—a gold embossed likeness of the Haraszthys, wrapped in a grape motif, flesh-colored band.

Five-hundred and eighty-eight

cases of Sauvignon Blanc, 1100 cases of Chardonnay and 500 cases of Zinfandel have been produced. Haraszthy & Son wines are marketed exclusively in California.

Once the big move is consummated, the Haraszthys will stick with the Zinfandel, Sauvignon Blanc, Chardonnay line-up. "Always Zinfandel," Jan Haraszthy emphasized. "That's our baby."

Considerable controversy continues to stew over who was actually responsible for introducing the Zinfandel grape variety to America. Some claim that it was Count Haraszthy himself, others say it was found in Napa Valley, still others claim it was all an Act of God. "But there's not much question that he (Agoston Haraszthy, Jan's great grandfather) made the first Zinfandel wine, which is different from the grape thing," Jan noted.

AGOSTON is believed to be the founder, and certainly was the

main force behind the birth of the historic Buena Vista Winery, Sonoma, of which Jan was public relations director for 15 years. Val was a cellar worker there for a time.

Count Haraszthy was Superintendent of the Buena Vista Viticultural Society. He also had a son, Arpad, whom he sent to France to learn how to make champagne. After experiencing much difficulty at the outset in producing the proverbial "bubbly" ("the cellars resounded to the noise of popping corks," read one account of those early failures, according to Jan), Arpad did turn out a fine champagne, simply called "Eclipse."

"Eclipse," some documents suggest, was a big hit in Virginia City. The founder of the wealthy Comstock Lode silver mine there reportedly ordered hundreds and hundreds of bottles of Arpad's champagne to celebrate his rich discovery.

Please turn to Page 34



Photo by John Lynch

EVERYONE GETS INTO THE ACT AT LABELING TIME

Slapping on new labels at Haraszthy & Son winery are (from left): Jan Haraszthy, one-year-old Sean Haraszthy with daddy, Val; Mianna Haraszthy, and Vicki Haraszthy

LOCKWOOD REALTY SALUTES THE VINTAGE FESTIVAL



Serving Sonoma Valley for 36 years

708 BROADWAY

996-2191

—Haraszthy & Son—

Continued from Page 33

Agoston also had three other sons—Bela, Geza and Attila. Attila was also involved on the Vini-cultural Society. Geza was in the U.S. Cavalry. Bela was a San Francisco banker.

AND WOULD Val, whose 15 years experience in the wine business includes stints with Buena Vista, Italian Swiss Colony ("I was a brandy dumper, the worst job in the winery," he moaned), Kenwood Vineyards, Sonoma Vineyards and a moonlight sere-nade at Gundlach-Bundschu Win-ery, rather be doing anything else than frolicking in the wine biz? "Yep, body surfing at Bren-necke's Beach (Kauai, the Ha-waiian Islands)," he replied, bluntly. "No shame," he added, with a shrug.

Born and raised in southern Cal-ifornia, Jan and his wife, Mianna, moved to Sonoma Valley in 1975. Val, and wife, Vicki, have a one year-old son, Sean, born on Val's birthday, July 19. Jan and Mianna

also have a daughter, Janna, a re-cent graduate of Brigham Young University, now teaching in Utah.

Jan, who is treasurer of the So-noma Valley Vintners' Associa-tion, has been involved in the wine business for the past 25 years.

Wine consumption in United States

The annual per capita wine con-sumption in the United States is only about two gallons, compared to 25 gallons for France, 24 gallons for Italy and 20 gallons for Argen-tina. The average Russian drinks two more gallons per year than the average American.

Wine is a drink of moderation, say some physicians. Like food, wine is healthy. Fermentation is a completely natural process. Wine contains many vitamins and min-erals, and it has been recom-mended by doctors for many peo-ple who suffer from cardiovascular disease, high blood pressure and tension.



380 Verano Ave.
El Verano
938-9970

Daily Noon-2 a.m.

Vintage Festival Greetings!



Ferrando's PLUMBING & HEATING
18495 HIGHWAY 12 BOYES HOT SPRINGS
License No. 253044

New Construction ★ Remodeling ★ Free Estimates
Residential ★ ★ Commercial ★ ★ Mobile Homes
Electric Rooter ★ ★ Sewer Service
Sales ★ ★ ★ Installation ★ ★ ★ Repairs
Water Heaters Disposals - Heaters - Faucets

VISA

Discounts to Senior Citizens
Telephone: 938-8311

Master Charge



DADA'S Grocery and Book Shop

Groceries
Magazines

Books
Ammunition

Fast food & hot sandwiches

Coffee — Tea — Chocolate

Soup — Donuts

171 West Napa St.

996-8911

Haywood Winery

New and expanded facilities are planned

Haywood Winery.

Nestled in the valleys and hills backing the town of Sonoma, it lies as an awakening mini-giant that is now sloughing the growing pains of the adolescent for the budding maturity of the young adult.

Each year since its 1974 development, the yield of the 100-plus acreage becomes higher. Each year, owner Peter Haywood and winemaker Charlie Tolbert work harder, if that's possible.

Haywood has just completed a long-term lease back with an investor to produce the capital necessary for expansion plans. He wants to put rumors to rest that the winery was for sale.

"A sale lease back has been negotiated — that's not the name, the business, the vineyard," Haywood said. "It's just the production facilities."

help expand the present 23,000 gallon stainless fermentation capacity to 36,000 gallons. The present oak cooperage of 7,000 gallons will soon become 10,000.

The expected 1982 harvest will be about 270 tons; nearly two-thirds of it will be sold to other wineries, primarily Kenwood and Cuvaison in Napa.

By the time the latter winery's new vineyards come to fruition, Haywood Winery will be able to bottle much, if not most, of what is brought in from its own vineyards.

This year, Haywood expects to bottle between 100 and 110 tons — that's up from 75 tons in 1980 and 94 tons in 1981, but considerably less than the 140 tons expected in 1983 and the maximum capacity of 180 tons in 1984.

STANDING WITH Haywood on

THE INFUSION of capital will

Please turn to Page 36

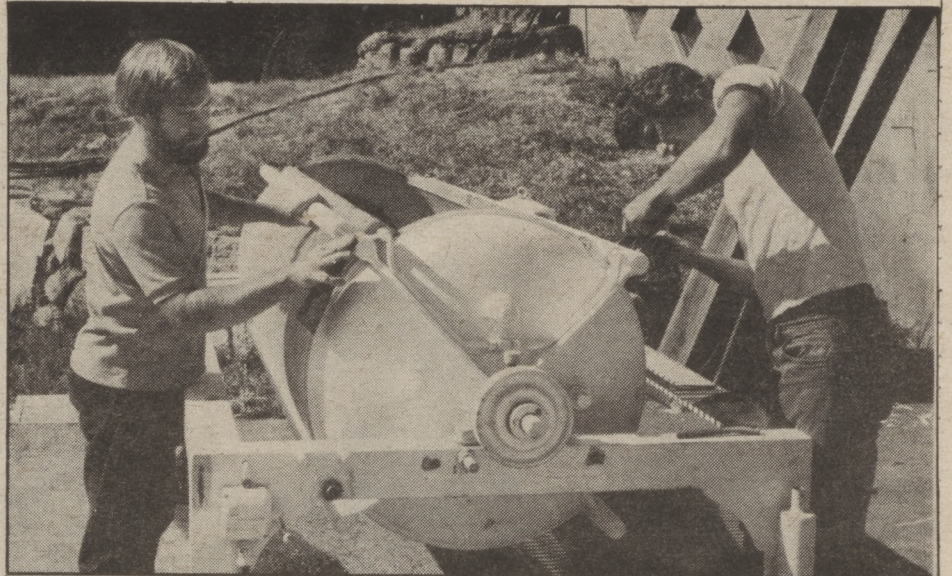


Photo by Leslie Erickson

CLEANING THE WINE PRESS

Haywood Winemaker Charlie Tolbert and Allen Haywood, son of the winery's owner, Peter Haywood, realize that the making wine needs clean equipment. The two were caught cleaning the wine press about two weeks before bringing in the first crush.

"I collect vintage wines, new sculptors and Bernardos."

Fashion collectibles/Fine leather

BERNARDO

The High Button Shoe

SONOMA MARKETPLACE 938-1771 Sunday 12-4
Monday-Friday 10-6; Sat. 10-5 Open Thursday Until 8 p.m.

Chateau St. Jean

VINEYARDS AND WINERY

Visit our tasting room and enjoy a self-guided tour of our winery.

Open Daily

Tasting: 10:00-4:30 Tours: 10:30-4:00

8555 SONOMA HIGHWAY, KENWOOD, CALIFORNIA

Mi Nave

Rudy's Mexican Restaurant

Shrimp Burrito ..4.50

Chimichangas ...5.95

Beef or chicken—Imported large paper thin tortillas, wrapped around a mixture of meat and vegetables, deep fried to a light golden brown.

Chef and owner Rudy Barragan
(former chef at La Casa for 13 years)

17960 Sonoma Highway
(Across from V. O. M. Fire Station)

996-1854

Take Out Food Open 11 a.m. -10 p.m. Closed Tuesdays

Haywood Winery

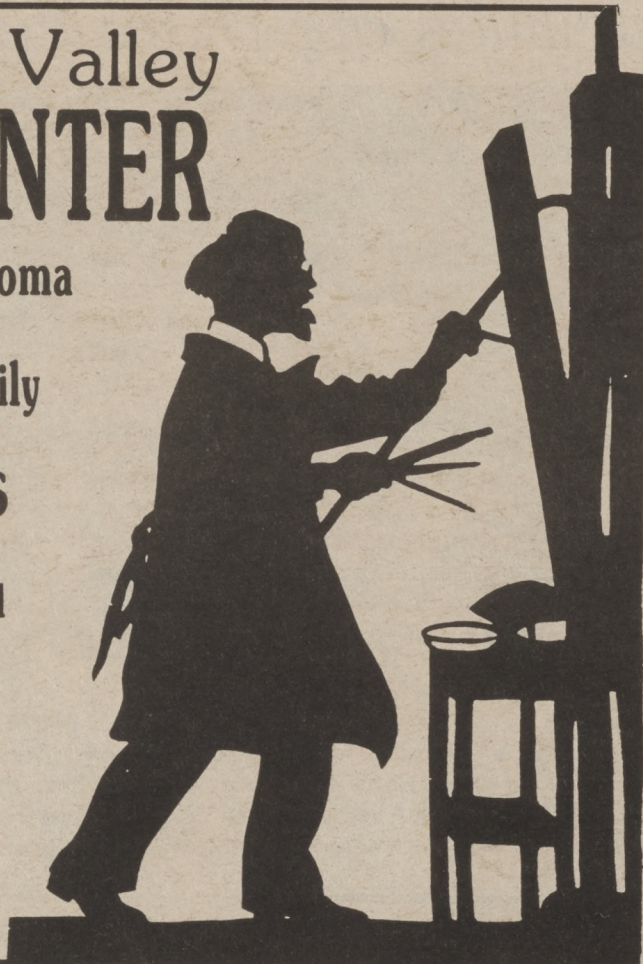
Sonoma Valley ART CENTER

14 Spain St. Sonoma
(On The Plaza)

Gallery Open Daily
11-5 PM
PAINTINGS

Visit Our
Vintage Festival
Art Show
In The Plaza
Sept. 25 & 26
Open 10-5

MEMBERS ONLY
Artist's work will be
judged and ribbons
given.



Continued from Page 35

a crest (which will soon be planted in White Riesling) above established vineyards gives one a thrill.

Over there, he proudly points, is row upon row of Gewurztraminer that has just been "budded over" into Chardonnay.

The hill over there, he says, sweeping his arm around, is now in brush and trees. Eventually, it will be planted in Zinfandel.

It's all part of the five and ten-year plans Haywood has for expanding both his planted acreage and the tasting facilities.

Where tasting tours are now reserved for V.I.P.s and wine is sold only by the case, soon there will be a public tasting facility and over-the-counter sales by the bottle.

Haywood has begun applying

for the necessary building permits and expects to start construction before spring.

FOR NOW, Haywood is concentrating on expanding his personal marketing methods. Currently, 225 California retail stores and restaurants carry his stock.

The label is known too at restaurants in New York City, Washington D.C., Chicago, Dallas, Houston and Seattle.

On Oct. 1, "we'll release a vintage table red," said Haywood, noting this is a first for the young winery. "Our varietal red of Zinfandel and Cabernet won't be until next year."

Haywood currently has available two wines—1980 Chardonnay and 1981 White Riesling. On Oct. 1, the winery will release a 1981 generic white table wine.

KENWOOD WINERY



Visitors Welcome

Open daily from 10 - 4:30 except
for major holidays

Tours by appointment only

Broadway MARKET

"The Coldest Beer in Town"
OPEN EVERY DAY 8 a.m. to 8 p.m.

BIG FOOD SAVINGS

**EASY FOOD
MENU MAKERS**

BEEF FOR BBQ TIME

Broadway Market
at Four Corners

Ron Rodgers

938-2685
Dianne Hooser

We Carry
Sonoma French Bread
Fresh Daily!

Kenwood Vineyards

A flair for Cabernet, but white wines getting recognition too

(EDITOR'S NOTE: Noel Bourasaw is a free-lance winewriter for publications in California and in the Pacific Northwest. He is now living in El Verano and is preparing a philosophical treatise on what would have happened if E.T. had landed in a Sonoma Valley vineyard.)

By NOEL BOURASAW

Sonoma's noted wine writer Richard Paul Hinkle recently asserted that Kenwood Vineyards winery may soon join the Les Amis du Vin list of "First Growth" Cabernet Sauvignon. Kenwood has come a long way since the present owners bought out the old Pagani Winery in 1970.

John Sheela, who had invested in a Sonoma County vineyard in the 1960s, first discovered the Pagani property after the surviving winemaker died in 1969. Working at Johns Manville at the time, he proposed a partnership to fellow employees Neil Knott, Mike and Marty Lee and their father Martin Sr. With the help of chemist Bob Kozlowski, they bought out the Pagani family in time for the 1970

crush.

The winery had been constructed in 1906, six years after the founders John and Amadeo Pagani emigrated from Italy to the Sonoma Valley and bought the real estate where the winery now stands.

The new owners retained the original structure, using the front as a rustic tasting room and the back, which is dug into a limestone hill, as a natural aging cellar. This year they opened a new complex just west of the tasting room to hold their offices, a case-storage warehouse and a wine library of their finest vintages. The tasting room is still open from 10 a.m. - 4:30 p.m. daily, supervised diligently by Mike's Golden Retrievers Mickey and Kjaera.

PROHIBITION shut the winery down, but in 1933 the Paganis' son, Julius, reopened, selling his wine in bulk along with supplying fermented wine to neighboring wineries. By the time of his death in 1969, Julius was crushing 180,000 gallons of wine per year, red and white only.

The difference between Julius'

"red," which the new owners inherited, and the Vintage Red which they now produce, is symbolic of the advance by many smaller Sonoma Valley wineries in the '70s.

John Sheela says that the mixture which they called Burgundy in the early '70s was a composite of Zinfandel, Pinot Noir, Petite Sirah and Early Burgundy. Mike Lee recalls that the Burgundy was what kept the doors open and provided the capital necessary to rip out the tired vines on the 20-acre property and replace them with Johannisberg Riesling, Zinfandel and eight acres of Chardonnay, which is being budded this fall.

Over the years, Kenwood began purchasing higher quality grapes throughout the county for what they renamed Red Table Wine. Today, Vintage Red contains a majority of Cabernet Sauvignon from purchased grapes, and Winestate Magazine recently compared it quite favorable to Kenwood's other Cabernets and those

of several other Sonoma Valley premium wineries.

Kenwood has increased their offerings of Cabernet Sauvignon from one to three. The basic Sonoma Valley version is blended with 25-35 percent Merlot to make it softer and very drinkable soon after release, 5,000 cases in all.

THE JACK LONDON signature Cabernet, which Kenwood first crushed in 1976, comes from the famous author's old Beauty Ranch near Glen Ellen. Milo Shepard, whose family tended London's vineyards after his death and later inherited most of the acreage, has replanted and now sells exclusively to Kenwood. In addition to the 3,000 cases of Cabernet, they also vint a signature Pinot Noir from the same vineyards.

The third Cabernet sports an Artist Series label, which Marty Lee originated in 1978 in emu-

Please turn to Page 39

"Welcome
To The
Vintage Festival"

Exchange
Bank

The neighbor you can bank on.

Member Federal Deposit Insurance Corporation

You'll Find It All At
David's

Sonoma Marketplace

Men's, Women's, Children's
CLOTHING, SHOES & ACCESSORIES

BED & BATH



MOVING AHEAD WITH SONOMA VALLEY

18 Years in Sonoma Valley
Open Daily: 9:30 a.m. - 6:00 p.m., Thurs. to 8, Sundays to 4



**Historic Landmark
on Broadway**

1½ miles from the Plaza, +3000 sq. ft., 3 bdrm/2 bath, huge upper room. Situated on 1.42 acre. Fenced. Ideal for bed and breakfast potential. Reduced to \$189,500 by motivated sellers. With \$39,500 cash down OWC 1st loan at 12% for 7 years. Metal bldg. 30x48 for many uses. Shown by appointment only. Call "Dutch."

F.L. "Dutch" Eylders specializes in consulting services for investors. Besides providing the usual Real Estate services, he is a member of the "Sacramento Exchangers, the Central Valley Marketing and Exchange Group, and the Peninsula Traders and Exchangers. Dutch is also a member of International Exchangers with clients from Europe for which he has acquired and invested in Real Estate as far east as Florida. Jack London Realty assists in Estate Building and Planning in close cooperation with clients, CPA's and/or Tax Attorneys. A member of MLS. Call for personalized service — 996-5282 by appointment.

JACK LONDON REALTY

17486 Sonoma Highway

Fetters Springs

996-5282

Cookin'

Historic League demonstration to commemorate opening of kitchen

In commemoration of the official opening of the newly restored Toscano Hotel kitchen, located at 20 Spain st. on the Plaza, the Sonoma League for Historic Preservation will be taking part in the 1982 Vintage Festival activities by holding a cooking demonstration on the porch of the historic building on Saturday, September 25 from 11-4.

The circa 1901 annex to the Toscano Hotel will be open to the public during the culinary presentation, with demonstrations by League members.

Featured will be at least 11 recipes from the League's popular cookbook, "A Culinary Visit to Historic Sonoma," now in its second printing.

The San Francisco Chronicle's Jane Benet has called the cookbook "a treasure," while M.F.K. Fisher, long associated with wine and food writing, has praised it as "a fine regional cookbook."

The public will be given an op-

portunity to try the delectable offerings presented in 20-minute segments. The varied array of exciting recipes, some used at League functions, will be demonstrated by Betsy Niles (Mexican ice box cake), Mary Beth Prehn (stuffed grape leaves), Beth Records (pasta) with Marilyn Schlangen (pasta sauce), Marina and Johanna Patri (vegetable frittata), Aileen Brown (antipasto), Gene Quint (sausage en brioche), Barry Brown (Mexican dip), Marion Chopson (fried cheese), Helen Shainsky (peanut butter balls), and Nancy Lee Woodward and Lorraine Wedekind (Toscano punch).

Event coordinators Mary Beth Prehn, Dick Foorman, Marilyn Schlangen and Aileen Brown invite the public to stop by the Toscano and experience this very special culinary treat, taking part in taste-testing as well as viewing the latest restoration effort of the Sonoma League for Historic Preservation.

American wines a hit

California wines—especially Zinfandel—got astonished

and appreciative acclaim at the World Congress of Wine

Brotherhoods in Montreal and Quebec in June, according to Norman Gates, Grand Commander of the Knights of the Vine. Kenwood Vineyards wine consultant Bob Kozlowski was one of those introducing the American wines at the event. Gates said American wines also are showing up more on Canadian retail shelves. The Congress was attended by 26 wine brotherhoods from France, Italy, Spain and Hungary, and by 250 Americans from 49 states. The 1983 Congress will be held in June in Paris.

Grape boom

During the past four years—1978 through 1981—some 135,000 new acres of wine grapes have been planted in California, according to Robert C. McInturf, president of the Allied Grape Growers.

We're festive during the festival



**Have a
great time
and stop in
to see us.**

**On the Plaza
25 E. Napa St. Sonoma**

996-2426

Kenwood Vineyards

Continued from Page 37

lation of Bordeaux first growth chateaux who often commissioned Picasso and other artists to decorate their labels.

Each year Kenwood features an up-and-coming California artist. Last year, it was Charles Mingus III, son of the great jazz bassist, and this year it is Joseph Neary of Tiburon. Sheela explained that the Artists Series Cabernet, about 1,000 cases worth, is vinted to age much longer than the other versions, an incentive for collectors to lay away the special wine for enjoyment later this decade and in the '90s.

Up until this decade, Kenwood has been especially regarded for these red wines, but recognition is now pouring in for their whites, including both Chardonnay and Sauvignon Blanc among others. One especially rich and buttery Chardonnay comes from the Beltane Ranch just south of the winery on Highway 12. The Sauvignon Blanc, Mike's favorite, is a more middle-priced white especially suited to seafood and is increasing in acreage throughout wine country each year.

Sheela predicts that the harvest will begin in mid-September, quite a bit later than hot 1981's record-setting early vintage. From his tours of vineyards, he thinks that Kenwood's total vintage will be higher for both Chardonnay



Photo by John Lynch

WHERE KENWOOD WINES SLEEP

Kenwood Vineyards wine-maker Mike Lee (wa-a-a-a-y in the background) checks cooperage temperature

and Pinot Noir and about the same for Cabernet and Zinfandel. Their total case sales for 1982 will be about 50,000 and they will be storing about 65,000 cases worth for the future.

TAYLOR'S OF SONOMA

FINE: Flowers, Plants, Gifts,
Soaps, Stationery, Toys, Wraps
and more . . .

A TRUE EMPORIUM

681 Broadway
next to Au Relais
938-1000

MARK

SPORTS

Famous Brands

SPORTS EQUIPMENT

Ski Rentals

18503 SONOMA HWY.
BOYES HOT SPRINGS
938-8580

**OPEN 7 DAYS
A WEEK**

Kistler Vineyards

An undying commitment to quality Chardonnay and Cabernet



Photo by John Lynch

THE RUGGED, PICTURESQUE KISTLER VINEYARDS

Wine-maker Steve Kistler (above) and crew eventually will have 55 acres of planted Chardonnay and Cabernet

By JOHN LYNCH

Times are tough. Money is "tight." People are still drinking wine (perhaps driven to it even more these days). But many market experts contend that wine consumers are turning towards the more economical, "jug style" wines—the proverbial "Monday through Friday" wines.

While this may be the case, it hasn't deterred the crew at Glen Ellen's Kistler Vineyards from doing what they set out to do four years ago—produce in limited quantities the highest quality Chardonnay, Cabernet Sauvignon and Pinot Noir they can, and hope that the hefty price tag doesn't spook prospective customers.

It hasn't. And the demand for Kistler wines continues, even in this dark day of a shell-shocked economy.

"It hasn't affected us," wine-maker Steve Kistler stressed. "The people who buy \$16 a bottle wines aren't affected. If the wines are very good, people in general aren't offended by it (high price). I think it's the middle-priced wines that are being affected."

KISTLER emphasized that "there is a real need for high quality Chardonnay and Cabernet. The market is actually quite strong for the highest quality wines."

About to embark on their fourth

Please turn to Page 41

Wine as medicine

Wine is now being served in hospitals throughout the country for its beneficial effect on patients. It is a potent reinforcement for many treatments, and it is widely used in geriatric care.

VINTAGE FESTIVAL GREETINGS

Crown  Shop

Complete gift line
Cards for every occasion
Wedding department featuring:
invitations, wedding accessories,
albums, guest books

SONOMA
MARKETPLACE

996-1546

Store hours:
Mon.-Fri. 9:30-6
Sat. 9:30-6
Sunday 12-5
Open Thurs. till 9 p.m.

Stomp On Over . . .

We feature "HOT" Chicken Wings

- Roast Beef on Kummelweck
- Fish Fry Friday & Saturday nights
- We serve breakfast, lunch & dinner
delivery service available
- Free Parking at VOM Stained Glass

ORDERS TO GO-
996-3733

Buffalo Wings Cafe

17421 Sonoma Hwy 12, Fetters Hot Springs

Mon-Tues-Thur-Sun, 7:30 a.m.-11 p.m. Closed Wednesday Fri-Sat 24 Hrs.



Kistler Vineyards

Continued from Page 40

crush, Kistler, along with brother John Kistler, the operation's vineyard manager, and partner Mark Bixler, chemist, have put in an incredible amount of work and made an equal amount of progress in developing their winery and vineyards at the end of Nelligan rd., some 1800 feet above sea level. The extraordinary calm and quiet of the valley and rugged hillsides that make up their operation near the rear of the Sugarloaf State Park property have been the site of loud successes.

Their inaugural releases of Chardonnay—three different bottlings and vineyard designations—wowed the critics, and consumers alike, as all wines quickly sold out. And they're even more excited about their upcoming releases scheduled for this fall.

Available soon will be three 1981 Chardonnays—Sonoma-Cutrer (western Sonoma County appella-

tion), Dutton Ranch (near Sebastopol) and Winery Lake (Carneros region). In November, two different 1980 Cabernets—Veeder Peak-Veeder Hills, and Glen Ellen Vineyards will be released. A 1980 Winery Lake Pinot Noir is also due out soon.

Having experienced early success in the wine market, Kistler Vineyards elected to increase production this year when they'll turn out about 7,000 cases of wine, compared to last year's 5,500 effort.

"AND THAT represents about as big as we'll ever be," Kistler noted, again underscoring the winery's intent to stay small in order to pay as much attention to quality wine-making as possible. "We believe that, when our wines are trouble-free, they taste more like French wines. And our vineyards yield the highest quality grapes."

Some 40 acres of planted grapes (20/20 Chardonnay and Cabernet)

on the Kistler property will soon be bearing fruit. The hard-working Kistler crew recently cleared out another 10 acres of hard, rocky, brushy, pain-in-the-terrain hillside land to make way for future vineyard plantings. Eventually, 55 acres of vines will be growing at the winery, the grapes from the immediate property to one day provide roughly 60 percent of Kistlers' wine-making needs.

The vintners plan no significant additions to their modest, yet highly resourceful, 45 x 60 square foot winery. (It is set up so that it requires no electrical pumping of must or juices, functioning solely on the force of gravity, thus eliminating expensive utility costs. Also, the aging cellars require virtually no electricity-produced refrigeration, as the cool earth below and concrete blocks provide adequate cooling).

CONSTRUCTED in 1979 (the

year of Kistlers' first crush), the winery employs some 400, 60-gallon French oak aging barrels in underground cooperage. Ten, 550-gallon stainless steel fermenters are used, along with a French Demoisy crusher and German-made Howard Rotopress.

Steve Kistler formerly worked for Ridge Vineyards in Saratoga Hills and has studied in the esteemed University of California, Davis, wine program. Bixler received a degree in chemistry from M.I.T. and taught chemistry at California State University, Fresno, for seven years.

There are no tastings or tours at Kistler Vineyards. For more information, write: Kistler Vineyards, 2995 Nelligan rd., Glen Ellen, Ca. 95442.

Kistler wines, when available, can be found in some stores and wine shops around the valley. They're marketed in 15 different states, including California.

Eggs

Country Ham with two eggs	3.75
Bacon or Sausage with two eggs	3.75
Charbroiled Beef Patty & two eggs	3.75
8 oz. Charbroiled Steak & two eggs	5.95
Two Loin Pork Chops & two eggs	5.95
Two Eggs any style	2.75
One Egg any style	2.50

The above egg orders are served with country fried potatoes and toast.

Fluffy Omelettes

Cheese Omelette, Jack or American	3.75
The Denver Omelette	4.95
Ham and Jack Cheese Omelette	4.45
Sour Cream and Onion Omelette	3.75
Chili and Jack Cheese Omelette	5.10
A Plain Omelette	3.25

Our omelettes are made with three fresh ranch eggs and served with country potatoes and toast.

Hot Cakes

Short Stack (Two)	2.20
Full Stack (Three)	2.95
Cakes and Eggs/Two fried eggs	
served over a pair of golden hot cakes	3.00
Pancake Sandwich/Two hot cakes with	
one egg and a strip of bacon	3.00

Old Fashioned French Toast

Three hearty slices of bread dipped in an egg batter and seved with whipped butter and maple syrup	3.25
--	------

Specialties

The Swedish	3.95
Three ranch eggs fried in sauteed onions, covering a charbroiled beef patty with cheese and wheat toast.	
Window Special	2.95
Ham, cheese and two fried eggs stacked on a toasted english muffin.	
Hay Bailer	3.95
Two slices of french toast served with two fried eggs on ham and melted jack cheese.	
The Commuter's Special	1.50
One egg any style, served with a strip of bacon and one slice of toast.	
Going Fishing	4.75
Three ranch eggs any style, served with two pork link sausages, country fried potatoes and two golden hot cakes topped with whipped butter.	

Side Orders

Country Ham	1.70
Bacon or Link Sausages	1.70
Charbroiled Beef Patty	1.70
Two Loin Pork Chops	3.95
Eight Oz. Charbroiled Steak	3.95
One Egg any style	.85
Two Eggs any style	1.50
Toast	.55
English Muffin	.80
Country Fried Potatoes	1.25
Cold Cereal	1.50
Hot Cereal	2.10

Beverages

Coffee	35
Hot Tea or Decaf Coffee	45
Milk small	55
Hot Chocolate	75
Juice small	60
	Large
	110

Lunch Served All Day

Burgers

Hamburger	2.75
Cheeseburger	3.00
Double Burger	3.75
Double Cheeseburger	4.25
Chili Burger	4.15
Patty Melt on Rye	2.95

Sandwiches

Grilled Cheese	1.60
Grilled Cheese/Onions & Tomatoes	2.10
Grilled Ham & Cheese	2.95
Fried Egg	2.05
Fried Ham and Egg	3.25
Cold Ham	2.95
Cold Ham and Cheese	3.25
Club House	4.65
Roast Beef on French Roll	3.75
Roast Beef Jack Cheese and Tomato on a French Roll	4.25
Bacon, Lettuce and Tomato served on Toast	2.75
Cold Turkey	3.15
A quarter pound Hot Dog	2.15
Cheese Dog	2.40
Chili Dog	3.55

Sandwiches

Fords Special	4.50
Sliced roast beef sauteed with onions and garlic, served open faced on a warm french roll.	
The Wingo Steak Sandwich	4.95
A charbroiled steak served on garlic bread with a ration of french fries.	
The Steak Plate	6.50
An eight ounce charbroiled steak served with garlic bread, french fries and a green salad.	
The Chopped Steak Plate	5.15
A half pound patty of choice ground beef charbroiled and served with garlic bread, french fries and a green salad.	
The Haystack	4.75
Our famous homemade chili, topped with onions, cheese, lettuce and tomato. Served on a toasted french roll.	

Side Orders

Fords special salad	3.05
Dinner salad	1.50
Potato and Macaroni salad	.95
Cottage Cheese	.95
Chili cup	1.65
Soup cup	1.00
French Fries	.85
Garlic Bread	.95

Beverages

Coffee	35
Hot Tea or Decaf Coffee	45
Iced Tea	65
Milk Small	55
Soft Drinks Small	50
Shakes	1.50
Malts	1.75
Calestoga Water	.75

Beer

Domestic	.85
Imported	1.45

Wine

Glass	.85
Half Liter	2.25
Full Liter	3.95

All Orders May Be Prepared To Go

Open 6 a.m. — 6 p.m. — 7 Days A Week

23001 Arnold Drive, Schellville 938-9811

SONOMA ACRES

Private Convalescent Hospital

The place chosen
by particular people



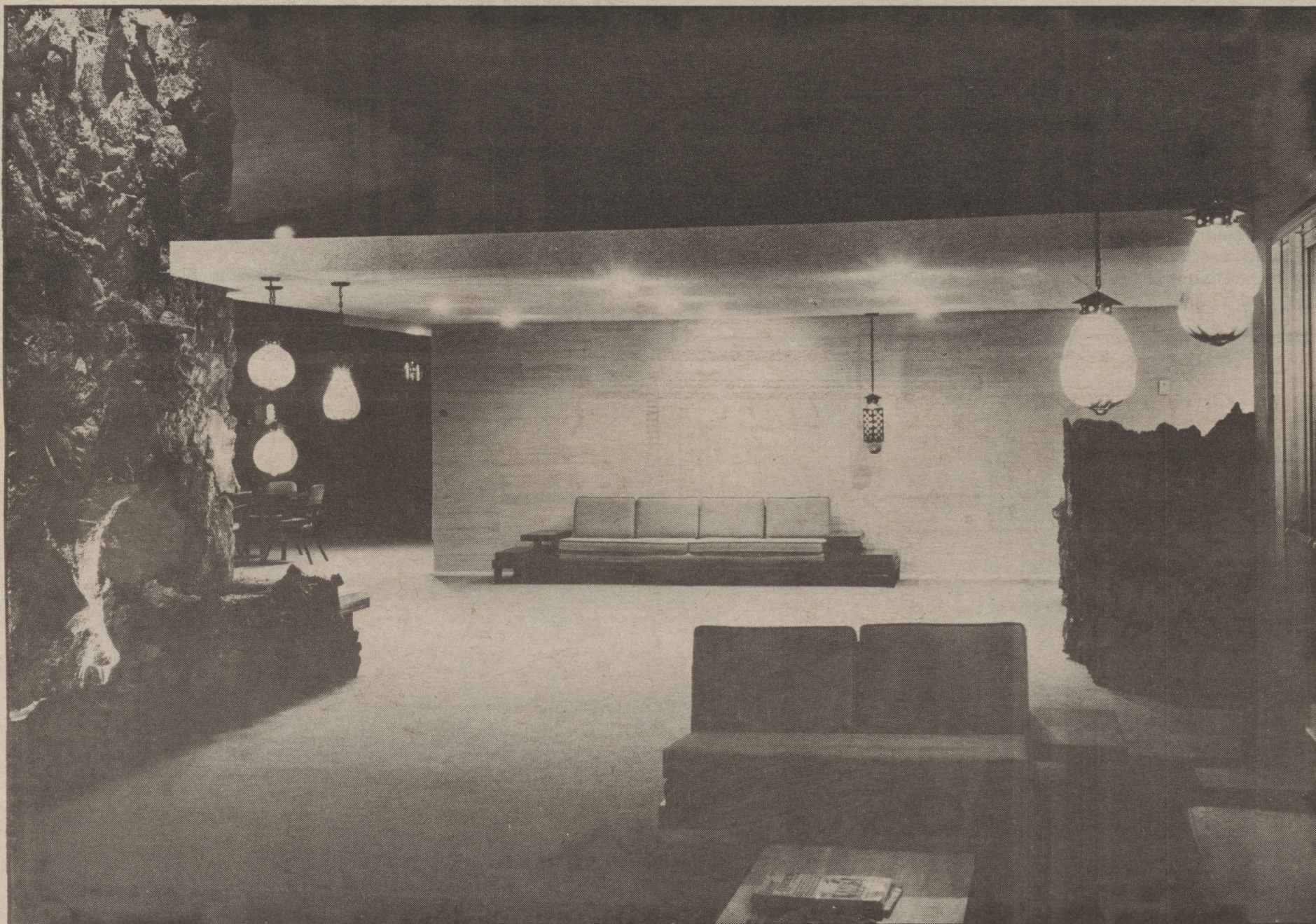
*Twenty-three years ago we began providing
the best convalescent care possible.*

*Twenty-three years later we are proud of
our reputation of private health care which
has brought us statewide recognition.*

*Today we celebrate with you twenty-three
successful years while living and working in
the beautiful Valley of the Moon.*

Clyde D. Bailey, M.P.H. Adm.

Betty Bailey, Dir. of Nursing



SONOMA ACRES

765 Donald Ave., Sonoma 996-2161

Considered by experts to be the most skilled nursing facility in the field of geriatrics.

Privately-owned, not a chain. Not government-funded by Medicare or Medical.

*We truly care. We invite you to visit anytime and compare
the quality of our care for your loved one.*

Matanzas Creek Winery

Sweepstakes-winning winery continues to strive for perfection

By REBECCA GOEHRING

After earning the sweepstakes award at the Sonoma County Harvest Fair last year for its 1979 Chardonnay, it might be tempting for Matanzas Creek Winery to rest on its laurels, basking in the glow of public recognition.

That is not the case at the winery, which is located on Bennett Valley rd., near Santa Rosa. The winery, which is in the Sonoma Valley appellation, is owned by Bill and Sandra McIver. Winemaker is Merry Edwards.

Work continues to perfect the quality of the grape used to produce Matanzas Creek's recognized wines, according to Edwards and much of that work is being accomplished through test plantings in the vineyards.

"We have our own vineyards here," Edwards explained. "And have been doing quite a bit of work with Chardonnay clones, to define the qualities of the various clones and choose the ones we

want to use to bring out the flavors in our wines."

THE WINERY was planning to plant some 22 acres in new chardonnay grafts, but suffered a major setback when the nursery that was preparing the grafts allowed a number of the vines to drown over the last heavy winter. Matanzas Creek lost 12-13 acres worth of grape wood, setting back production for another year.

The winery doesn't grow its entire grape allocation on its property. Edwards also purchases some from Sonoma county, including grapes from the Sebastopol area and Geyserville.

The winemaker doesn't expect that Matanzas Creek will have complete estate bottled wines in the near future, but sees the McIvers moving in that direction. "It would be nice for me," she smiled. "Because it would mean a lot less running around finding good grapes."

LIKE SO MANY of the smaller wineries, Matanzas Creek is striving to remain competitive in a tight market. The McIvers recognize the state of the economy and the effect that the sluggish market has on wine buyers. "We have been carefully evaluating the market and deciding what is making money for us," Edwards said. "Some of our experimental wines have been well received, but they aren't necessarily getting the response from the consumers."

(While Chardonnay remains the premier wine offered by Matanzas Creek, the winery also offers Sauvignon Blanc, Cabernet, and Merlot for sale. They recently discontinued production of Pinot Noir until the winery can plant their own vineyard of pinot noir

grapes.)

Edwards pointed to the price structure of Matanzas Creek wines and the relatively minor increase in price for this year's releases. "We priced our chardonnay at \$15 a bottle, showing just a slight increase to the consumer," Edwards commented. "Sandy and Bill realize what is happening to the economy and are trying to be responsive to our clientele. It's at a point where we can't go blindly on raising the price each year."

The winery is also committed to keeping a tight rein on the allocation of wines out to retail stores. Twenty-five percent of its sales come directly from a mailing list

Please turn to Page 44

H.COTURRI & SONS, LTD.



*Noble Varieties Developed Gracefully
With Boldness and a Sense of Tradition*

H.Coturri & Sons, Ltd. is a winery striving to produce wines that clearly reflect the variety and its vineyard. The use of new wood, natural yeast fermentation and traditional cellar practices develop the character and clarity of the wines.

H.Coturri & Sons, Ltd.

Glen Ellen, California

707-996-6247



Al and Kay Adams

Have a wonderful
Vintage Festival

Quality fabric
and accessories
for
every occasion



201 W. Napa St.
Sonoma
996-3515



Photo by Rebecca Goehring

AWARD-WINNING WINE-MAKER MERRY EDWARDS
Hard at work at Bennett Valley rd.'s Matanzas Creek Winery

—Matanzas Creek Winery—

Continued from Page 43

to costumers, with the rest of the winery's 4,000 case capacity distributed to restaurants and retail outlets.

THE MCIVERS hope to build a new winery in a couple of years at the Bennett Valley site, which will expand the capacity from 10,000 gallons to 10,000 cases of wine. Edwards believes the work will be done in a modular arrangement, to allow the construction to progress in stages.

In the meantime, the major effort on the part of the McIvers and Edwards is the concentration on improving the chardonnay grapes used to create the winery's top product.

"For the owners, winning the sweepstakes award last year was a pinnacle," Edwards commented. "But I tend discourage entering too many tasting competitions. The wine was good before it was given an award and it will be good long after the award is forgotten."

"It puts us in an awkward position," she continued. "When you win the sweepstakes award and

the gold medal the first time you enter, people expect you to repeat."

One gets the feeling that despite the "pressure" felt from winning the sweepstakes award at the Harvest Fair last year, Merry Edwards and Sandra and Bill McIver, will continue their pursuit of excellence for Matanzas Creek Winery.

How we hammer down

Financial expert Milton Moscovitz states that 48 million Americans drink alcoholic beverages, but not wine. Thirty-eight million more Americans are light wine drinkers, and 17.6 million are moderate wine drinkers, compared to eight million "heavy" wine drinkers. According to Moscovitz's definition, "heavy" wine drinkers consume 2.6 bottles each per week—less than one and one-half glasses per day.



Traditional Style, the original Sonoma Jack cheese. It's still made the way it began, over 50 years ago, with quality dairy products and proper aging. Enjoy the rich taste of our fine family of cheeses.



Onion Jack, the taste of fresh onion adds a mild aroma to sandwiches and snacks.



Garlic Jack, a party or luncheon favorite. The mild garlic flavor adds just the right touch.



Caraway Jack, fashioned in the European style. These seeds bring out the flavor of this quality Jack Cheese.



Hot Pepper Jack, enjoy with beer or wine. A spicy cheese adding South of the Border taste to any meal.

SONOMA JACK FAMILY OF CHEESES

The Cheese of the Wine Country

Sonoma Jack Cheese, a High-Moisture Jack Cheese, has been manufactured in Sonoma, California since 1931. The first Sonoma Jack Cheeses were pressed by Celso Viviani in 1931 and his tradition of cheese making has been carried on by his son, Pete, and the third generation representatives, Dave and Fred.

Monterey or Jack Cheese was first made on farms in Monterey County, California in the 1800's. The cheese was derived from the type made at the Mission Carmel and therefore has a historic tie to the early history of California and to the California Missions. The cheese was pioneered by a prominent Scot merchant named David Jacks. He derived the name, Monterey Jacks, from the shipping point, Monterey and his last name, Jacks. Over the years "Jacks" became "Jack".



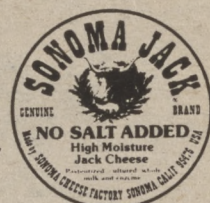
2 Spain Street, Sonoma, California 95476

(707) 938-JACK

Sonoma Lite, made with part skim milk to reduce calories, yet offers all the protein and creamy taste of regular jack cheese.



No Salt Added, made with all the flavor and nutrients of our other jack cheese without the addition of salt.



Sonoma Teleme, "The Creamy One", the cheese that comes in a box. The newest member of the Sonoma Jack family. This delicious cheese has a Jack-like flavor with a creamy, rich finish.



Cheddar was first named after the village of Cheddar in England in the 16th century. The great taste of this English style cheese can still be enjoyed when you try Sonoma Cheddar.



Ravenswood Winery

Vagabond vintner finds a home in Sonoma for his Zinfandel, Cabernet

By REBECCA GOEHRING

"Happy the man, whose wish
and care

A few paternal acres bound,
Content to breathe his native air
In his own ground."

That quotation from Pope's "Ode on Solitude" might aptly fit the feeling that possesses Joel Peterson, owner/winemaker of Ravenswood Winery, which recently opened at its new, permanent location on Broadway in Sonoma.

Since the winery's inception in 1976, Peterson has been moving about various Sonoma county wineries, sharing space with gracious vintners and winemakers as he produced his small (slightly

over 2,000) cases of wine annually.

His move to the old A&D Market site at 21415 Broadway marks the first time that the young winemaker has been able to make his wine without sharing facilities and equipment with other winemakers.

Peterson's interest in wine was cultivated at an early age. His father was a chemist by vocation but a wine writer and founder of a wine club by avocation. "We had a lot of wine tastings at our house," Peterson remembered. "So I had lots of exposure to wines. As a teenager I was able to participate in a number of tastings my father arranged and I got pretty good at it."

In college, Peterson was side-

tracked into following a course of study in cancer research and worked in that field for several years. "I got to be rather depressed with that job, as you can imagine," Peterson said. "I started thinking about alternative ways to make a living and began to do some wine writing and wine consulting for restaurants. I eventually decided what I really wanted to do was make wine."

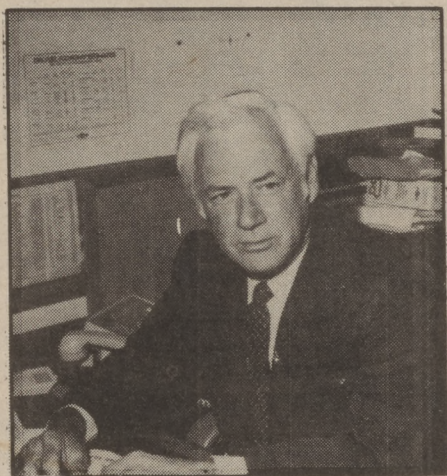
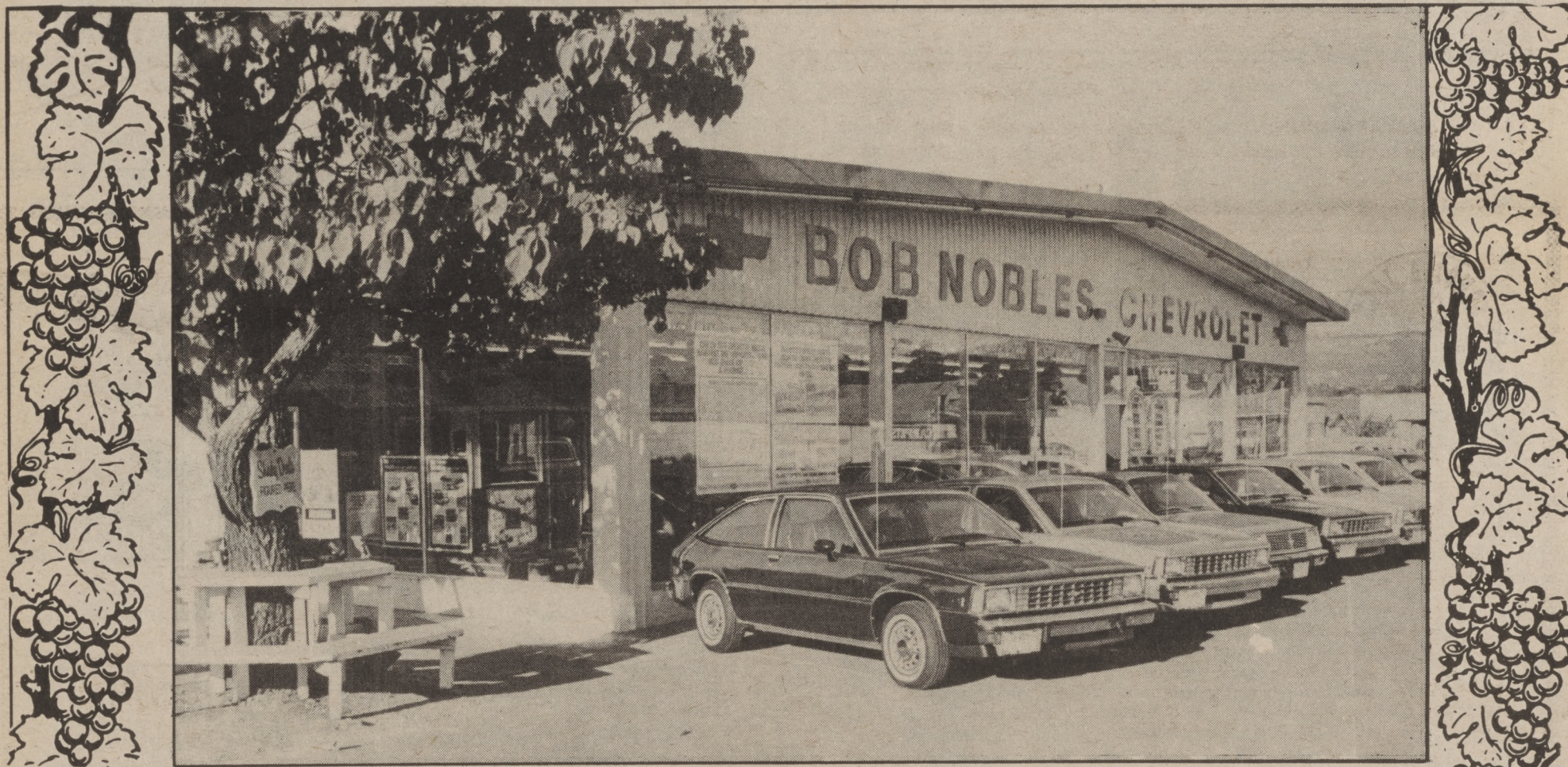
BECAUSE OF his extensive background in biochemical biology and microbiology, Peterson was experienced in the chemistry of wine making. He hooked up with Joe Swann, owner of Joseph Swann Vineyard in Forestville. Peterson worked with Swann, who is considered to be the dean of Zin-

fandel production in California, for three years, learning the intricacies of winemaking, particularly in regards to the Zinfandel grape.

"I wanted to make something more competitive, that was more in the European style of wine making," Peterson said. "The Zinfandel had been pretty much neglected at that time. I wanted to make an elegant rich wine that wasn't as pricey as the Cabernet."

Peterson had his first crush in 1976, when he put eight tons of grapes through Swann's machinery at his vineyard in Forestville. From that point on, it has been a study of winery in motion as Peterson found work space at wine-

Please turn to Page 46



Bob Nobles, owner

Happy Vintage Festival
Sonoma Valley, from your
hometown Chevrolet dealer

BOB NOBLES



-also JEEP-

687 W. Napa St. 996-2141 - 545-6233



Come in and meet
our great staff!

Ravenswood Winery

Continued from Page 45

ries throughout Sonoma county for the next five years.

His 1977 crush — 16 tons worth — was completed at Mark West Vineyards. In 1978 and 1979, Peterson sent close to 30 tons of grapes through the machinery at Martini & Perotte Winery. In late 1979, Ravenswood Winery shared space with Russian River Vineyards. He had been at that site through the 1981 crush.

He will be crushing 62-63 tons of grapes this season, a job that Peterson handles with what he terms "friend power." Peterson has a limited partnership in the winery with people in San Francisco but it is his task to produce the wine and handle the marketing.

RAVENSWOOD WINERY produces just two wines, Zinfandel and Cabernet Sauvignon. Peterson is concentrating on producing his wines in the more traditional,

European fashion. "I'm not afraid of a long fermentation period," he noted. "With the small volume of wine that I produce, I am able to keep a close eye on that."

He buys his grapes primarily from Sonoma County, although some come from Napa county as well. He prefers grapes from low tonnage vines because he believes that he gets a more intense berry, better fruit balance and more even ripening.

Once his grapes are delivered to the winery, Peterson puts them through the crusher and then pumps the juice into open top, four ton redwood vats that are wax lined. With the zinfandel grapes, he thows back in a portion of the stems to bring more tannin out in the juice.

The grapes are punched down into the wine several times and Peterson keeps the temperature up during the fermentation process, to as high as 85 degrees. "I

believe the fermentation process is the most critical stage of wine production," he said. "If you don't get the color, flavor and other attributes at that time, you can't put

it in later."

Peterson says his fermentation is long by California standards —

Please turn to Page 47



Deliveries being made at the market, early 1930's.

This I.O.O.F. building replaced another in the same location; fire destroyed the first structure in 1910.

Shone's of Sonoma

Since the above I.O.O.F. building was erected in 1904, the downstairs portion has functioned as a food market and butcher shop. Over the years local ranchers could talk about the weather while munching crackers and pickles from the barrels in Jim Weem's Grocery. Sonoma historian Reuben Woodworth recalls that around 1904 "it was a friendly place." A wheel of cheese was always available on the counter, with a knife for customers to help themselves. Reuben remembers being sent to Weem's to buy a loaf of bread for his mother—price, five cents.

Bordstom & Nordstom's Market followed, and dry goods were sold on one side of the store, groceries on another.

Gottenberg's Market took in eggs from local customers and cartoned and sold them in San Francisco. Local realtor Louie Minelli remembers delivering produce daily to Gottenberg's. A photo taken of him in the old store is presently on Shone's wall.

In ensuing years the name has changed to Irby's. Ascherman's, then Shone's when Don and Anita Shone operated the market for 18 years.

Since 1976 the present owners of Shone's, Jim Crummie and Carl Michalowski, have expanded to include a delicatessen and sandwich shop; they also offer catering and fresh meat. Home deliveries have been a free feature of the store for years and still continues today. The small town flavor of a little grocery store persists at Shone's.

521 Broadway

Sonoma

996-3397



SAMPLING A NEW ZINFANDEL

Ravenswood Winery's Joel Peterson inspects his product

Sonoma Bowl

19310 Sonoma Hwy.

Sonoma

996-4525

16 Brunswick Lanes

Pro Shop

Air Conditioned

Cascade Lounge

Summer Leagues Forming Now

OPEN 7 DAYS A WEEK



Ravenswood Winery

Continued from Page 46

his wines stay in the vats anywhere from 20 days to a month. "I let my 'cap' sink," he explained, noting that that is not done in most wineries."

The fermentation is done naturally, with some yeast added half way through to carry the process through to completion. Peterson uses lower doses of sulfur than

most wineries, as well.

Once the fermentation process is completed, the wine goes into French oak barrels, produced in the French Nevers region. The wines remain in the oak barrel from one and one-half to two and one-half years. The barrels are racked several times during the aging process and egg white is used to clarify the wine at the end of the aging period.

PETERSON IS hoping that, with a permanent location and the ease of being able to work under his own schedule without sharing space or time with another wine-maker, he will be able to devote more time to gaining more exposure for Ravenswood wines on the market.

"That is a major problem," he admitted. "I want people to know I'm here, but I don't have a tast-

ing room. I want to meet people, particularly Zinfandel lovers. It's important for me to know who's drinking the wine — I guess that's part of the romance, that people contact and exposure you get meeting wine lovers. People enjoy and appreciate the effort that went into the wine and that, really, is the ultimate in wine making — making something that people like and enjoy."




Grapes Cafe
9575 Sonoma Hwy.
Kenwood
(707) 833-4100

Famous for delectable omelettes and sour-dough waffles.

We use only the finest ingredients.

Serving Breakfast — Lunch — Brunch



**KENWOOD
Specials
of the Month**

Charming 2700 sq. ft., 4 yr. old home on level acre. Plenty of room for horse or pool. Assume \$77,000 loan at 11% or owner will help finance. Reduced to \$199,000 for quick sale.

★★★★★

Nice 4 bdrm. family home. Assumable \$55,000 30 year loan at \$690.00 per month, plus owner carry — Reduced to \$94,000.

RUSTIC REALTY
#1 WARM SPRINGS RD.
Corner Sonoma Highway 12
KENWOOD, CALIF. 95452
(707) 833-1111
Res. (707) 833-2333
GEORGIA VARETAKIS
BROKER



Sonoma's
SONY and ZENITH
Dealer at
554 W. 3rd St.
Louis and Marylaura Ramponi's
SONOMA TV
554 W. 3rd St. 996-2011

No Service Thanksgiving Day or Christmas

TO: San Francisco International Airport (SFO)

FROM: San Francisco International Airport (SFO)

SCHEDULE OF DEPARTURES Effective April 12, 1982

DEPART		ARRIVE		DEPART		ARRIVE	
Term.*	Sonoma Mission Inn	City Hall	SFO	SFO	City Hall	Term.	Sonoma Mission Inn
Daily	5:45 a.m.	5:50 a.m.	6:00 a.m.	7:25 a.m.	Daily	8:00 a.m.	9:25 a.m.
Daily	10:00 a.m.	10:05 a.m.	10:15 a.m.	11:40 a.m.	Daily	12:05 p.m.	1:30 p.m.
Mon-Fri	1:50 p.m.	1:55 p.m.	2:05 p.m.	3:25 p.m.	Mon-Fri	4:20 p.m.	5:40 p.m.
S&S Only	2:25 p.m.	2:30 p.m.	2:40 p.m.	4:00 p.m.	S&S Only	4:30 p.m.	5:50 p.m.
Mon-Fri	4:00 p.m.	4:05 p.m.	4:15 p.m.	5:45 p.m.	Mon-Fri	6:30 p.m.	7:50 p.m.
Daily	6:55 p.m.	7:00 p.m.	7:10 p.m.	8:35 p.m.	Daily	9:30 p.m.	10:50 p.m.

* 18495 Sonoma Highway
"On Call" Stop at Park Presidio and Geary Blvds. in San Francisco

RESERVATIONS REQUIRED
(707) 938-4246

SONOMA AIRPORTER

P.O. Box 301 • Sonoma, CA 95476
For Reservations or Information, call your travel agent or (707) 938-4246 anytime day or night.

Departures from South, Central and North Terminals
LOWER LEVEL at the CENTER DIVIDER by the BLUE STRIPED concrete pillar

Vintage Festival Greetings!

Bancroft's Flowers

Let flowers make
everyday an occasion!



Your Master Nurseryman

Broadway & Chase
SONOMA, CA. 95476

996-2902

Richardson Vineyards

*A little wine, a little roundball, a little rock n' roll
for this successful Schellville vintner*

By JOHN LYNCH

There are several unique qualities about one of Sonoma Valley's newest wineries, Richardson Vineyards, and its owner/wine-maker Dennis Richardson. And the latter's sense of humor certainly belongs at the top of the list. He keeps his life, his profession

in perspective with a keen wit, and an ability to be honest and up front about his expectations and philosophies on the wine biz.

He jokes that his tiny, modest garage-like winery—nestled at the foot of a grassy knoll in that chaffing wind tunnel known as Schellville—was built as an afterthought to a basketball court.

("We built the backcourt, and then decided to add the winery," he quipped).

He tells how his business partners—Bob Weisheit of Sonoma and Al Wighton of Sacramento—and other friends gather at harvest time, sorting through grapes "while watching football on tv," about the sinking, less-than-fun-feeling one gets in looking out over a huge span of a vineyard before having to pick the damn thing, and about the "Vineyards" title of his operation ("We have a 10-acre fennel vineyard," he laughed, nodding towards the scant, dry, brushy land that rolls to the east).

Richardson is also the self-described "financial entrepreneur" of the small wine operation, and probably isn't half joking when he says that he just returned from a visit with his banker "to see if we can keep it (winery) going this year."

YET, the most unique quality of Richardson Vineyards is its wines. Their wines are no joke. At this summer's First Annual San Francisco Fair and Exposition wine judging, Richardson Vineyards scored a gold medal in the highly competitive Zinfandel division, getting the top award for its 1980 Sonoma Valley vintage over

some 60 other entries.

Plus, Richardson earned a silver medal in that competition for its 1981 Gamay Nouveau. Not bad for a winery which is about to embark on only its third crush, and for a wine-maker who didn't even start developing an interest in wine until about eight years ago.

While Richardson Vineyards wines have wowed the critics with the rush of a Kareem skyhook, the low-key, unobtrusive approach still persists. "I don't want to overindulge in competition," explains Richardson. "The main thing for me is the response from family and friends. I want to make enough wine for myself and them to enjoy. Basically, we want to continue to keep everything to a limited size and production, keep it family in feeling and keep it high in quality. We don't have any illusions of becoming a big winery."

He added, "Just a little basketball, a little rock n' roll music, a little winemaking, all done at the least cost, the least publicized."

Although the low production, high quality theme has become somewhat of an anthem for the so-called "boutique" wineries these days, one gets the feeling that Richardson means it. In their inaugural crush in 1980, the winery produced just 1000 gallons of wine, turning out the award-winning Zinfandel, a Gamay Nouveau and Cabernet Sauvignon.

LAST YEAR, the winery added two more varietals—Sauvignon Blanc and Pinot Noir—and wound up producing a total of 3,000 gallons of wine. Richardson says they'll stay at the 3,000 gallon mark this year. "We're feeling our way along," he answered, when asked how much more wine they plan to crank out in the future. "Again, we want to stay

Please turn to Page 49



Photo by John Lynch

BASKETBALL, ROCK N' ROLL AND AWARD-WINNING WINES
Dennis Richardson and friend of Richardson Vineyards

Sonoma Valley Historical Society's
SONOMA DEPOT MUSEUM



—The original built 1880

**Visit our
Museum Gift Shop**

- Antique glassware
- Railroad memorabilia
- Train books
- Sonoma History books
- Jewelry
- Bear Flags
- Square nails from old depot

For that special gift from Sonoma, choose from our unusual items given to us by Sonoma's Pioneers.

Sonoma Depot Museum
270 1st St. W.

Open Wed. thru Sun. 1:00 - 4:30 p.m.

**Marge Moench
Vintage Festival Special**

- Stress Alleviation Massage
- Lomi Body Work

Offer good through Sept. 30, 1982

Reg. \$35. Now \$25.

Call 938-2913

Vintage Festival Greetings!

from
Marilyn & Paul
Simonson
of



Crafts • Hobbies • Toys

**SONOMA
MARKETPLACE**

996-4528

Festival

Greetings!

from

Gino Gitti

Gitti's Texaco

19339 5th St. West

938-9852



Richardson Vineyards

Continued from Page 49
things in the business.

His interest in wines grew even more. He began to produce home-made wine. "I realized that the most rewarding thing was making your own wine and sharing it with friends," he emphasized, when asked what prompted him to make the jump into the full-fledged wine business. "One barrel became two. Five tons of grapes became 50. It just sort of grew."

Richardson says his approach to wine-making is an "eclectic one," not wishing to copy any one particular style, or stick with any one specific "character" of wine. Richardson Zinfandel, (his favorite) he said, will resemble the "big style" of that varietal; others will be made in a more sub-

dued style. He says he's "not very dogmatic" about resorting to 100 percent varietal wines, and does practice some blending.

IN SPITE of the many difficulties that face new wineries during this day of soaring inflation and interest rates, Richardson is confident that his winery will weather the storm. "The wines have been successful so far. (He's currently sold out of all of his wines). And besides, what a beautiful place to work, make wine, raise a family."

His wife is a medical technologist at Sonoma Medical Plaza. The couple have two children—Jeremy, 7, and Angela, 5 ("They're Prestwood (School) Panthers," he said dryly.

There are no tastings or tours at the winery. Most Richardson wines are marketed in the Bay

Area. For more information about Richardson Vineyards wines, he asks people to contact local liquor and wine store owners. (Richardson's wine broker is Scott Horine of Sonoma).

While Richardson wines are currently sold out, due for release this fall is 1982 Gamay Nouveau, and in the spring of '83, a 1981 Sauvignon Blanc and 1981 Pinot Noir will be out.



Compliments of

Hanzell

VINEYARDS

18596 LOMITA AVE.,
SONOMA, CA. 95476

**Creative
Property
Services ...**

**WELCOMES YOU TO THE 1982
VINTAGE FESTIVAL**

**Come Live in the
Wine Country!**

Our office in beautiful Glen Ellen offers complete real estate services and consultation.

Let us help you find that perfect building site, new home or investment property anywhere in Sonoma County, with affordable financing.

Paul Schaefer, Principal Broker
Kiwi Petrie, Agent

Joey Shelton, Agent

Peggy Bair, Broker
Russ Bair, Agent

Member: Sonoma County Multiple Listing Service

Associate Member: Marin County MLS
13608 Arnold Drive • Glen Ellen, Ca. 95442 • Telephone (707) 938-1928

LA CASA

MEXICAN RESTAURANT

— in Sonoma —



Serving Continuously
From 11:30 a.m.
Tuesday-Saturday

Sunday
From 11:00 a.m.

Cocktail Lounge — All Day

Reservations Suggested
(707) 996-3406

"Across from the Mission"

Sebastiani Vineyards

Continued from Page 50

Through an intricate filtration system, the wine flows from the big tanks to the bottling plant. An enologist checks it as it leaves the tanks, another enologist checks it at the bottling end.

"This is the fine tuning of wine-making," explains Sam, adding that quality control is emphasized by thorough checking of the corks and the bottles, as well as the wine, in the highly automated bottling plant with its three self-governing bottling lines.

CLOSE BY THE TANK FARM are the Sebastiani barrel cellars where the red wines age in redwood and oak barrels, with oak containers predominating, a high percentage of them relatively new.

"The more oak treatment, the

better the red wine," said Sam. "And unlike my dad (August), I feel the new oak provides more flavor."

Sebastiani has settled mainly on a special barrel made in France costing no less than \$365 each. American-made barrels sell from \$80 to \$100. "I bought from every reputable barrel-maker in France, and finally settled on the ones you see," Sam said.

A diary is kept on each barrel of wine during the aging process—recording its taste, "nose" and body along the way.

The ever-present emphasis on quality is continued in the Binning Cellars, next to the bottling plant, where a wine "library" is maintained.

Instead of books, the shelves contain every variety of wine produced by Sebastiani Vineyards.

Three times each month the wines are read (tasted), tapering off until just a once-a-year sampling is made. "We're always studying," Sam noted.

The local enterprise includes a carpentry shop, with a gifted, full-time carpenter; machine and maintenance shops. There's also a public relations and advertising office and a unit devoted to labels, displays and general marketing devices.

The winery provides employment for approximately 225 people.

Asked how his operation compared with other major wineries of the area, Sam replied with some reluctance, but considerable pride, "No other winery of the North Coast counties has comparable facilities."

IN HIS CONSUMING search for

perfection in wines, Sam Sebastiani says he is purchasing Sonoma Valley grapes first. Next, the best grapes he can find anywhere else in Sonoma County. "Then we go outside," said Sam. "For example, the best Green Hungarian grapes come from a small acreage in Solano County."

White wines account for 65% of Sebastiani sales.

We asked Sam which of his wines were most popular. In the best-seller category he named five, in the following order: (1) "Eye of the Swan" Pinot Noir Blanc (2) Chenin Blanc (3) Green Hungarian (4) Cabernet Sauvignon and (5) Zinfandel.

While he is really proud of the 1977 Cabernet Sauvignon just released this month, Sam acknowl-

Please turn to Page 53

Happy Vintage Festival From all of Us In . . .

Boyes Hot Springs

Our newest branch in Sonoma Valley is conveniently located at 18506 Sonoma Highway with plenty of free parking and all of what you want in a bank.

and . . .


Sonoma

Serving Sonoma Valley customers at its West Napa St. location since 1875, the Sonoma branch of Bank of America is proud to be a part of our community's history.



**BANK
OF
AMERICA**



BANK OF AMERICA 

Reach Both Banks By Calling 996-3611

Sebastiani Vineyards

Continued from Page 52

edges that his taste follows that of the public. "I love 'Eye of the Swan' as much as the public does," he said. "But that '77 Cabernet is a really fine bottle of wine."

Speaking of fine wines, Sebastiani Vineyards president couldn't resist plugging his new hand-made champagne, released the first of September. The first bottling is produced entirely from Pinot Noir grapes, giving the sparkling wine a full, flavorful structure.

It is clear and white and a true brut (very dry) having only .8 percent residual sugar. Wine columnist Jerry Mead calls it "One of the best sparkling wines produced by anyone in California today."

NOT FORGETTING THE WIDE success Sebastiani Vineyards has had since in pioneered

so-called "jug wines" more than a dozen years ago, Sam called attention to his new August Sebastiani line. "It's our way of saying that we have improved Mountain Wines with Country Wines."

August Sebastiani Country Wines come in 1.5 liter jugs and are the varietals—Cabernet, Zinfandel, Pinot Noir, French Colombard, and Chenin Blanc.

August Sebastiani Mountain Wines, bottled in 1.5 liter, 3.0 liter and 4.0 liter sizes, are the generics—Chablis, Burgundy, Vin Rose and Rhine.

While producing quality wines is uppermost in Sam Sebastiani's mind, he's also very much involved in the marketing aspect. So much so, that his wife Vicki figures his theme song should be "On the Road Again."

This year, so far, Sam has traveled to 20 different places in the the U.S., including Hawaii, put-

ting on wine seminars, officiating at tastings and talking to wine dealers and representatives of the media.

At the same time he's seeing that older wines with the older labels which may still be on some dealers' shelves anywhere in America are picked up and replaced. "We don't want any inferior quality product with our name on it," Sam said.

Has the Sebastiani Vineyards' expansion program, updating of facilities, emphasis on quality and tremendous financial expenditure started to pay off?

"We think so," responds Sam. "The public is still just learning, and we're forming a solid image that will be good for the future."

If you haven't visited Sebastiani Vineyards in a long while. It will be a tasty experience—and an eye opener.

A pipe of wine-how much is it?

Anyone who reads about the early years of wine making in California invariably comes across the term—"a pipe of wine". Wine makers often measured their production each year by the pipes of wine, not gallons. Webster defines "pipe" as "any large cask, especially for wine, equal to 4 barrels,

2 hogsheads or half a tun." That can be translated out to mean more simply, 126 gallons.—W.H.



This historic building on the Plaza is about 100 years old.

It was called the "Pink Cellar" when the Aguillon Winery used it for wine storage. Early in this century, the false front replaced the sloping roof and during the years that followed, the frame building became a harness shop, grocery store, poultry and feed operation and home for more than one family. In 1931, the Ruggles family opened their variety store here.

Today, you can shop upstairs at Accents for antiques and art work, including old, California paintings. On the street, Ruggles Music and Art Supplies continues to serve the Valley. Next door, Sign of the Bear presents a wide selection of the best kitchenware, tableware and gourmet gifts. So much under one roof it's worth an afternoon of

browsing and buying!

ACCENTS

Ann Scrimger, 433 First St. W., 996-2044

SIGN OF THE BEAR

Dick Foorman and Gene Quint, 435 First St. W., 996-3722

RUGGLES MUSIC & ART SUPPLIES

Daniel T. Ruggles, 439 First St. W., 996-2590

We invite your interest in the "Music Department" of the Sonoma Community Center, 276 East Napa Street, 938-4626 or 996-2590.

St. Francis Vineyards

All wines are estate bottled at this winery in Kenwood

By JACKIE KRAMER

Although the buildings are of modern vintage at Kenwood's picturesque St. Francis Vineyard, the original plantings date back to 1910, notes owner Joseph Martin.

"We extended these plantings in 1973 and now have over 92 acres of vines," Martin commented recently.

Nine years ago, Martin and his wife Emma bought the 100-acre ranch founded by Will Behler in 1910. Behler had been winemaker at Wildwood Winery and Vineyards for some time. His ranch in Kenwood was planted in French prune trees, grapes, apple and walnut trees and forage crops.

Now the Martins have 25 acres of Chardonnay grapes, 20 in Gewurztraminer, 21 in Merlot, 10 in Johannisburg Riesling and 16 in Pinot Noir.

Their first crush year was 1979, and they bottled 4,600 cases. The

second year it was 10,000 cases, in 1981, 12,000 cases and this year Martin expects to bottle 18,000 cases.

"We grow enough grapes to make approximately 24,000 cases," Martin noted, "so we still sell about 120 tons of our grapes to other wineries. All our wines, of course, are estate bottled."

RESPONSIBLE FOR the wine-making at St. Francis is Bob Robertson, who has been with the Martins for the past 18 months. He uses small 60-gallon French oak barrels from Burgundy, France to age the Chardonnay, Merlot and Pinot Noir wines.

Martin remarked that "we have also added two new 2,500-gallon fermenting tanks and a new Lees filter. Last year, we also purchased a new Wilmes tank press."

The crush for St. Francis was expected to begin September 9, with Pinot Noir champagne grapes to be crushed even earlier



Photo by Jackie Kramer

ST. FRANCIS WINERY AND VINEYARDS
...in Kenwood has grape plantings that date back to 1910.

on September 1.

A list of wines available at St. Francis includes a 1981 Chardonnay, 1981 Gewurztraminer, 1980

Merlot, 1981 Johannisburg Riesling and a 1980 Pinot Noir.

Martin is proud indeed of his award-winning wines, which have brought him a gold medal in Los Angeles for the 1981 Gewurztraminer; bronze and silvers on his 1980 Gewurztraminer; a bronze for his 1979 Merlot, 1980 Chardonnay and Johannisburg Riesling.

They have just released their 1981 Chardonnay, 1981 Gewurztraminer, 1980 Merlot, 1981 Johannisburg Riesling and 1980 Pinot Noir.

ST. FRANCIS VINEYARDS markets its wines by selling direct to various accounts throughout California, and to 14 distributors in other states.

Tours are by appointment only, and the winery tasting room is open from 10 a.m. until 4:30 p.m. daily. The winery is located at 8450 Sonoma hwy. in Kenwood.





THE TRIPLE TREE

Western Apparel & Equipment

For the Family
American • Stetson • Justin • Tony Lama • Wrangler • D.C. Resistol • Lee



817 W. Napa St. 996-4166

The Best Improves With Age



Come and enjoy our **Vintage Antique Selection**: an excellent **Blending of Oak and Other Woods, Beautifully Finished and Tastefully displayed.** Modestly Priced to enjoy now—and **Value** will **Mature** in future years.

Also try our Vintage Jewelry • Original Dolls • Nostalgic Gifts • Quilts
122 W. Spain St. • Sonoma (Just Off The Square) **996-5626**
Closed Monday & Tuesday

Valley of the Moon Winery

Madrone rd. winery is becoming better known for its varietal bottling, as well as 'jug' wines

By JOHN LYNCH

In a lot of respects Valley of the Moon Winery finds itself in an ideal position given the current status of the wine market and overall slumping economy.

Over the years, the winery, located near Sonoma Creek at the end of a magnificent span of vineyards off Madrone rd., Glen Ellen, has built its reputation on quality and affordable "jug" wines.

Owners and wine-makers Harry Parducci, wife Rheda and their sons, Harry, Jr., and Girard, along with veteran Valley of the Moon wine-maker Otto Toschi, continue to produce their popular jug-style wines (which also come in the 1.5 liter size). And they acknowledge that, given the current rough economic climate, wine drinkers are tending to seek out the less expensive ones to consume.

Harry Parducci, Jr. appropriately called the jugs "our workhorse." But he is just as quick to

point out that they are very proud of their Estate Bottled Sonoma Valley varietal wines as well, a line of products Harry Parducci first introduced at Valley of the Moon in 1974.

Suggested Harry, Jr.: "I think you'll see a little more of an emphasis on varietals in the future. We're getting more and more well-known."

Indeed. A group of Japanese businessmen, sampling some Valley of the Moon wines recently at a San Francisco restaurant, were so impressed with the wines that they arranged to have several cases shipped to their homeland for an upcoming food fair.

THE EVER-INCREASING demand for VOM wines has prompted the Parduccis to invest in a new, sophisticated bottling line, which was just put into operation last month. The new piece of equipment ("it's actually four separate machines tied into one," Harry, Jr. explained) enables the crew at Valley of the Moon to

triple the speed of bottling work.

The demand for the wines is reflected in the fact that VOM plans to initiate a seven percent in-

crease in production annually in the coming years. "Sales have increased for us," Harry, Jr. noted.

Please turn to Page 56

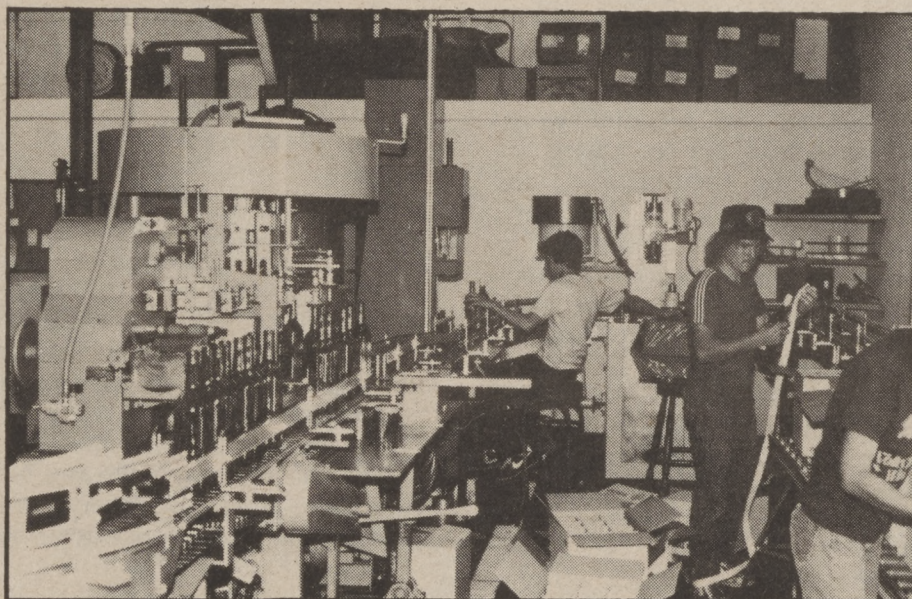


Photo by Gary Allan Ettin

NEW BOTTLING LINE FOR VALLEY OF THE MOON WINERY
New machine triples bottling speed for the crew at the winery

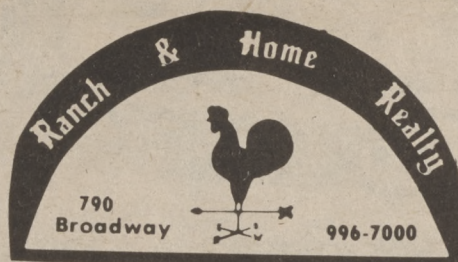


WE OFFER OLD-FASHIONED FRIENDLY SERVICE

- RX Prescription deliveries
- Kodak film & developing
- Copy machine
- Fountain
- Cosmetics: Elizabeth Arden, Revlon, Almay, Guerlain
- Kent of London brushes



SIMMONS' PHARMACY
ON THE PLAZA
29 EAST NAPA STREET 996-3696 SONOMA



790 BROADWAY
996-7000

SONOMA VALLEY
THE FINEST INVESTMENT
OPPORTUNITY IN THE WORLD!

Quality Living

THANK YOU SONOMA!!



My pledge to the people of Sonoma:

To represent all clients in an honest and capable manner.

Don Rachuy, Realtor, GRI

Valley of the Moon Winery

Continued from Page 55

"It (sick economy) hasn't affected us yet."

Right now, Valley of the Moon turns out between 44,000 and 46,000 cases of wine annually. The 100 by 120 square foot winery has 12 stainless steel fermentation tanks with a 40,000 gallon capacity, along with oak and redwood aging barrels.

"Generic" or blended wines produced by VOM (in 3 liter, 1.5 liter and jug bottlings) include Chablis, Burgundy, Zinfandel, Claret, Semillon and Vin Rose.

Estate Bottled varietal wines (750 ml bottles) include 1979 French Colombard, 1979 Semillon, 1981 White Zinfandel, 1980 Zinfandel Rose, 1974 Zinfandel and 1976 Pinot Noir. The winery also features a 1981 Pinot Noir Blanc. VOM wines are marketed in Sonoma, Marin and Sonoma counties.

GRAPES used in producing Valley of the Moon wines come largely from their century-old vineyards that span the Madrone rd.-Hwy. 12 countryside. However, due to their age, the winery will soon replant the 150 acres of vines, now comprised primarily of French Colombard, Semillon, Zinfandel and Alicante Bouschet.

The winery also purchases grapes from a number of other growers, including the Sangiacomo and Leveroni families of Sonoma.

Harry, Jr. has produced an experimental batch of Chardonnay from Robert Leveroni's vineyards, and is toying with the idea of officially adding it to the list of other Valley of the Moon varietal bottlings. Cabernet Sauvignon and Petite Sirah are other possible future additions, he said.

With the addition of the new bottling line, Harry, Jr. sees future plans calling for a new warehouse

to accommodate a projected increase in wine production. "Whenever you get something new, it seems that you have to expand elsewhere," he observed. The winery is also in the process of developing a new wine label.

HARRY, JR., age 25, joined the winery full-time in 1977, teaming with his father, Harry, who likewise ran the business with his father, Enrico, who purchased the Madrone Vineyards and started Valley of the Moon Winery in 1941.

Originally a portion of the Agua Caliente Rancho granted by the Mexican government to Lazaro Pena, the land was purchased by General Mariano Vallejo. Later, 640 acres of the land were given to the Vallejo children's music teacher in exchange for piano lessons.

In 1851, Joseph "Fighting Joe" Hooker took over this portion of the ranch and planted a vineyard using Indian and Chinese labor. He was also appointed roadoverseer for Sonoma County and ran for State Assembly.

At the outbreak of the Civil War, he sold his property and left the valley. During the war, he gained his fame as "Fighting Joe

Hooker" in the Union Army.

In 1876, under the ownership of George Whitman, the vineyards produced 50,000 gallons of wine and 2,000 gallons of brandy. Later, he deeded a portion of the property to the Sonoma and Santa Rosa Railroad for right-of-way for a track to connect Sonoma and Glen Ellen.

In 1888 Senator George Hearst bought Madrone Vineyards.

Valley of the Moon Winery's tasting is open daily, 10 a.m. to 5 p.m., and is closed Thursdays.



COMPLETE SERVICE CENTER **FORMERLY OGASZ EQUIPMENT**

AIR COOLED ENGINES
SALES - SERVICE - PARTS

CHAIN SAWS - GENERATORS - PUMPS

20348 Eighth St. East 996-1778 Sonoma

**31st
Annual
Flower
Show**

Sept. 25th & 26th

**Valley
of the
Moon
Garden Club**

Sonoma
Community Center

1 1/2 blocks east of Plaza
276 E. Napa st.

FREE PARKING

- Garden displays
- Arrangement competition
- Visit the Tea Room, Booths, Arts & Crafts Specialities

FREE PARKING

A Fashion Boutique
specializing in natural fibers and art to wear

Place des Pyrenees Sonoma 707/938-1767

The Great
Petaluma Mill
707/763-8593

Coddington Town
Santa Rosa
707/575-1449

'Mother vineyard'

Sonoma Mission vines credited with being source for California's North Coast vineyards

BY WILLIAM HEINTZ

When George Yount turned over his first earth in 1838 at what is now Yountville, Napa Valley, and planted grape vines, the cuttings came from the old Mission vineyard at Sonoma.

When the first vines were planted at what is now the city of Santa Rosa in the early 1840s, the vines were a gift of Gen. Mariano Vallejo and came from the old Mission.

When the first vines were tucked into the loosened soil east of Sonoma in the early 1830s at what is now the Buena Vista vineyards, the source was the vineyard planted a half dozen or so years earlier by Padre Altimira at the Sonoma Mission.

As research progresses into his historic distribution of vines throughout Sonoma and Napa counties, it is becoming increasingly clear that the Sonoma Mission was the "mother vineyard" of California's North Coast. Someday soon, a historic landmark sign should call attention to this singular fact. It might also honor the "first viticulturist" of the North Coast, Jose Altimira.

There are many other examples of vines from the Mission establishing vineyards for illustrious

pioneers in the region north of San Francisco.

Charles Krug states in a St. Helena newspaper letter in 1890 that David Hudson and John York both began their vineyards from Buena Vista cuttings. This would still make the Sonoma Mission as the ultimate source.

NICHOLAS CARRIGER carried vines from Buena Vista in 1847 to the west side of Sonoma Valley and began his vineyard.

There is a story too, that Cyrus Alexander, who first settled Alexander Valley in north Sonoma County, journeyed in 1847 to see George Yount to buy grape cuttings. On this occasion, he was unsuccessful but he must surely have tried the next year. Alexander Valley's first vines are believed to have come from the old Russian Fort Ross.

Perhaps the earliest commercial nursery established in the North Bay region was that begun about 1852 by the Thompson brothers at Soscol landing, south of Napa. By 1858, the California Agricultural Society reported the brothers had 45 varieties of grapes and 15,000 vines for sale.

To establish a grape nursery by 1852, when agriculture was still a very erratic pursuit in California,

strongly suggests the Thompsons must have acquired vines from the Sonoma Mission or cuttings from Buena Vista, the secondary source. The Thompsons may also have been a source for vines for Agoston Haraszthy when he moved to Sonoma in 1857.

Culling the evidence from historical sources to support the Sonoma Mission as the "mother vineyard" of the North Coast, requires more than looking for the proverbial needle in the haystack. This kind of evidence is usually found as a sentence in some obscure speech or letter to an editor in the 1880s.

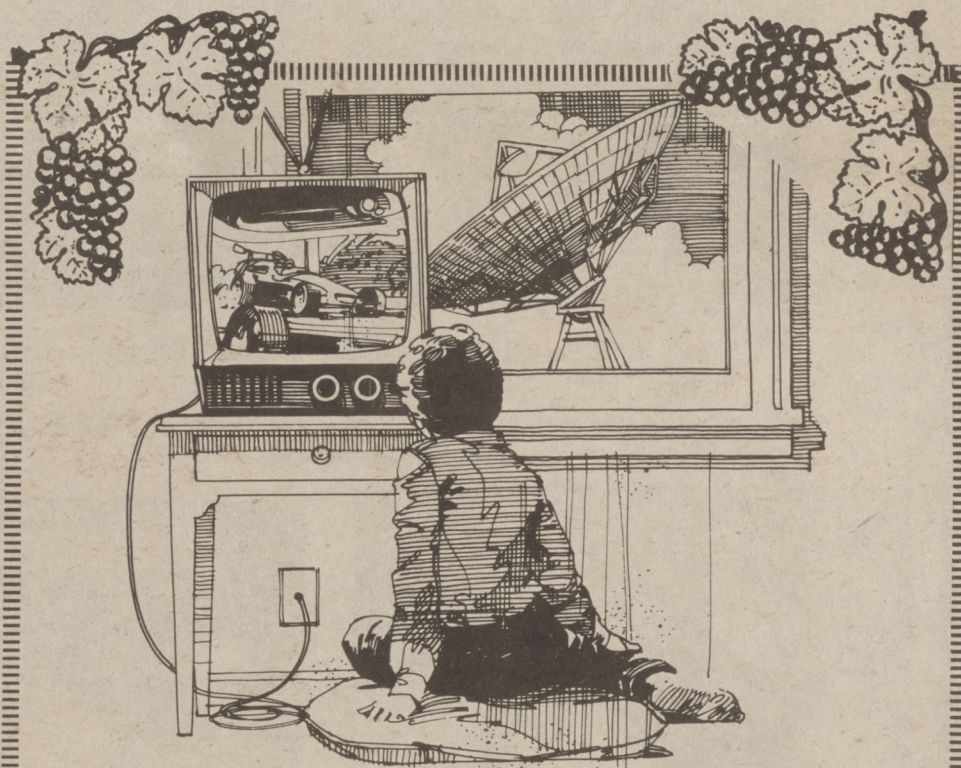
Certainly, Padre Altimira's viticultural efforts of 160 years ago deserve some new attention.

IT IS UNFORTUNATE, however, that Altimira had no visionary powers as to the great wine industry which would one

day be established in part, because of him. This region of California is considered the premier wine area in the entire nation. Altimira left no diary entry expressing any particular excitement he felt as the grapes went into the soil. In his letter to his Superiors he merely states:

"There are 300 fruit trees of which 12 are laden with blossoms and 5000 odd-pruned grapevine shoots."

Perhaps Altimira did not like wine. Surely that is the only acceptable explanation for failing to give some sign of his anticipation of future vintages. If he had just added an adjective or two to that sentence, about the soil or climate being "most excellent" for the vines. No wonder he has lived in the shadows all these years, he seemingly had no poetry in his soul.



Welcome to
Vintage Festival, 1982

**STORER
CABLE**
Commitment to Excellence

1001 Broadway, Sonoma

996-8482

REFLECTIONS REFLECTIONS

Hairstyling for Ladies & Men



*It's the basics that
count, and a good
basic cut makes the
look!*

We feature:

LA MAUR
Natural Woman

17960 Sonoma Hwy., Boyes Hot Springs 996-0088

★ LONGS DRUG STORES ★

★ LONGS DRUG STORES ★

★ LONGS DRUG STORES ★

★ LONGS DRUG STORES ★

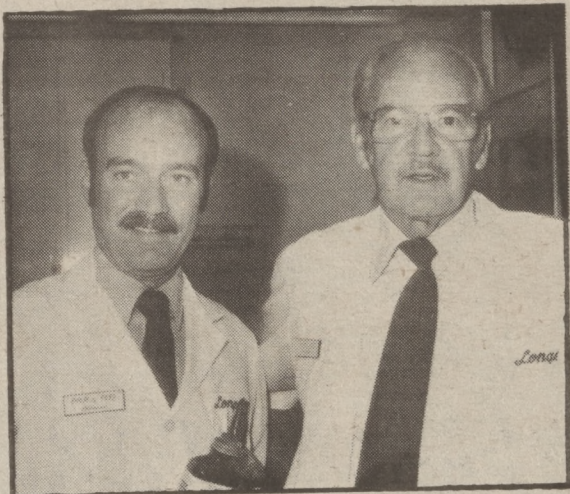
Longs Drugs

Where Everybody Saves

Serving Sonoma Valley



SINCE IT'S founding in 1938, Longs Drugs has taken pride in its tradition of service to communities like Sonoma Valley. You'll find our managers and staff ready to assist you in all your shopping needs every day in Longs Sonoma. Management staff (left to right): Doug Knodel, Asst. Manager; Bruce Fahey, Jim Fimini, Manager; Joann Abbey, Keith Weitze and Larry Bourke.



Pharmacists—Phil Riley, Jim Drummond



Cosmetic Dept. Staff—Gloria Jackson, Karlene Ray, Pat Clark



Photo Dept. Staff—Debbie Brochier, Darlene Talbot

201 West Napa St. Sonoma Marketplace

★ LONGS DRUG STORES ★

★ LONGS DRUG STORES ★

★ LONGS DRUG STORES ★

★ LONGS DRUG STORES ★

Continu

trip i
sever
1884
Wetm
gest t
Santa
know
ing o
some
mixed
decide
vine g

HE
wrote
Chief
Board
missi
"Ma
stocks
this S
have
error
work
grow
Lefra
great
tions,
the ti
and la
before
Lefr
Valley
the G
knowi
ently,
same
selling
rious
No c
ticultu
raszth
ine his
under
ing of
knew



8 a



The trip

Continued from Page 22

trip is now possible because of several statements made back in 1884 by one Charles Wetmore. Wetmore's remarks strongly suggest that the French growers in Santa Clara Valley didn't always know what vines they were growing or selling! Haraszthy, after some bitter experiences with the mixed up names of those vines, decided to do his own personal vine gathering in France.

HERE IS WHAT Wetmore wrote in part, in his 1884 Report as Chief Executive Officer of the Board of State Viticultural Commissioners:

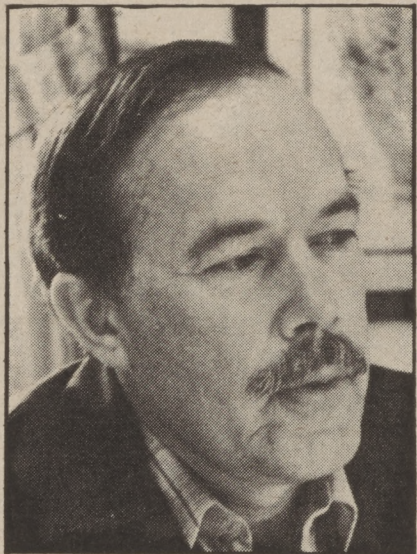
"Many of our most important stocks of vines are now passing in this State under names which have been given to them (in error) by French or German workmen after they have been grown here for years. Mr. Charles Lefrance will tell you that he had great trouble with his importations, made about 25 years ago, the time in transport being long, and labels often being rotted off before their arrival."

Lefrance, of the Santa Clara Valley, admitted he had grown the Grenache for years without knowing its true identity. Apparently, many growers had the same experience, all the while selling the grape vines under various names.

No one enjoyed talking about viticulture more than Agoston Haraszthy or writing about it. Imagine his chagrin at being sold vines under the wrong name and learning of his error from someone who knew the real name. It actually

happened to him, as is documented by this excerpt from a story on him in the **California Farmer** in the fall of 1860:

"Col. H. has already 186 kinds of foreign vines, but has tested only 36 kinds. He purchased last year 300 vines for foreign, which



WILLIAM HEINTZ

proved Californian all but eight; these were Catawba and Isabella. Every purchaser of foreign vines should be careful only to buy of known places."

"Californian" were by the way, vines native to the state.

Agoston Haraszthy was a known dealer in all kinds of vines and if this experience happened once, the thus documented, it more than likely happened several times. The lesson must have finally sunk in the hard way and he decided to travel to Europe and collect the vines himself.

UNFORTUNATELY, the saddest part of this whole story involves what happened to the vines once they reached Sonoma. Myth-

ology has it, and repeated by wine writers often of late, that Haraszthy went on to distribute his vines all over the state. This is one reason he is often referred to as the "father of California viticulture" etc.

This is little evidence, however, that his vines ever left Sonoma. This writer has so far been only able to document two or three individuals who credit their vineyards to Haraszthy and his European trip. Other historians agree, having found a similar dearth of documentation. There is a simple explanation: the man who replaced Haraszthy as Superintendent at the Buena Vista Vinicultural Association (in the late 1860s) ploughed up many of Haraszthy's European vines.

The background to this story is

to be found in a January, 1877 San Francisco newspaper article, which after praising Haraszthy's pioneer work states:

"The rows (at Sonoma) were laid out four feet apart, but before the experiment of close setting had been tested, Mr. Haraszthy's connection with the Buena Vista Viticultural Society, as Superintendent, ended. His successor did not believe in close planting and ploughed up every other row of the vines each way."

This, of course, is only one newspaper story, printed more than a decade after Haraszthy left Sonoma and his work. It is an explanation why so few growers seemingly left statements in print about obtaining vines from that famous Haraszthy excursion of 1861.



PRESCRIPTION SERVICE:

Consistently high quality!
Rental and sale of hospital equipment.

OUR PHOTO DEPARTMENT:

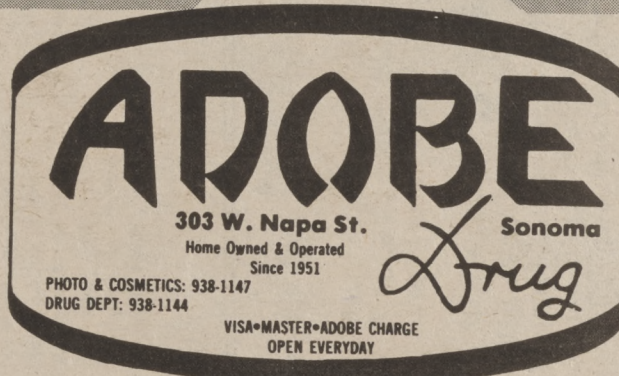
Can serve the professional photographer and the amateur.

OUR COSMETIC DEPARTMENT:

Is complete and ready to serve your beauty needs.

Professional Services

Delivery throughout Sonoma Valley at no extra charge. Complete patient drug histories. 3rd party billing gladly accepted. Visa, Master or Adobe Charge. Pharmacists always available for consultation. 24 hour emergency service.

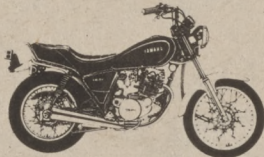


Virago 750

**NOW
OPEN**

at

925 W. Napa St., Sonoma



Exciter 250

**JIM & JIM'S
TEXACO SERVICE STATION**

Motorcycle Parts & Accessories

8 a.m. to 8 p.m.

7 Days A Week

996-7027



**Service & Repairs
805 Oak St., El Verano Section**



PROGRAM

Friday, September 24

36th Annual

The Barracks

Patron Wine Tasting Party
Dunlay Folk Ensemble - Traditional
Songs & Dances of France - Director:
Marilyn Smith & Le Soleil De Santa
Rosa: Musique Traditionnelle de
France. Alan Keith - diatonic accord-
eon, cornemuse, musette hautbois,
challunau. Jennie Hartman - accord-
eon, guitarra. John Creager - Violin
cabrette. Jeff Wathen - vielle a roue
(hurdy-gurdy)

Saturday, September 25

INFORMATION BOOTH - Courtesy, Soroptimist Club of Sonoma Valley - Saturday and Sunday - Lo-
cated near Bear Flag Monument - N.E. Corner Plaza

9:00-10:00 am
10:00 am

Pre-Parade Music
Children's Parade

11:15 am
11:30 am

Blessing Of The Grapes
Montichorus-music from Renaissance
to contemporary in all their festival
appearances
*** Music in & Around the Plaza

12:00 NOON
12:00-12:30 pm
12:00-2:00 pm
12:00-12:30 pm
12:45-1:15 pm

Grape Stompin'
Montichorus
** Bob Norman's Dixieland Band
Montichorus
Montichorus

1:00 pm
1:30 pm

Vallejo-Haraszthy Wedding
Announcements of Children's Parade
Winners

1:40 pm
1:40 pm
2:00 pm

Bear Flag Revolt
"Have Circus, Will Travel" - Francis
Valjean & Janet Montgomery
"See American Dancing" - Sonoma
Ballet Conservatory Dancers under
direction of Beth-Marie Deenihan
Kenwood Whistle Stoppers

2:10-3:10 pm
2:30 pm
2:45-3:15 pm
3:00 pm
3:30-4:00 pm
3:45-5:45 pm

Tombstone Express
Dr. Now
Peter Greenwood - Classical Guitarist
Sonoma Strings
Rudy Downey & the Kansas City Spe-
cial with Lamont Davidson
John Lytle, harmonica

4:00-4:30
4:00-6:00 pm
4:00-6:00 pm
4:00-6:00 pm
4:00 pm
9:00pm-1:00 am

Truth and The Decisions
Dailia from Sonoma Valley
** Country/Rock Band
Tombstone Express
Annual Vintage Ball

Valley of the Moon

Vintage Festival

Supplement to

The Sonoma Index Tribune

NOTES: *** These unscheduled performances will be given
by a number of musicians on both Saturday and Sunday. Check
the Information Booth near the Bear Flag Monument on the
Northeast Corner of the Plaza. Some of the singers and instru-
mentalists include Marie Austin, Georgia Anderson, Rona
Brackett, Richard Compton, Mrs. James P. Duchscherer, Mary
Lou Egan, William and Shirley Forshey (they will also stroll in
the plaza), Sharon Falvey, Evelyn Gregory, Mary Holsworth,
Jeanette Jaycox, Margaret Leinster, Edwanda LeMay, John
Lytle (Harmonica), Angela Ricci, Dan Ruggles, Jane Savelli,
Lisa Schweitzerhof, Juliet Scott, Virginia Stahl, Owen Thomas,
Ruthmary Thomas and Grant Venerable.

*** The musicians referred to above will be at the Mission, the
Barracks, and General Vallejo's Home from 11:45 a.m. to 5:00
p.m. on Saturday and Sunday. A ticket purchased at one of these
historical sites will admit the bearer to the others on that same
day. The Toscano Hotel will also have music and admission is
free.

*** The Depot Park Museum is Sonoma's latest major histori-
cal attraction. It is located one block north of the Plaza and
stretches from First Street East to First Street West. There will
be music at the Gazebo in the Depot Park as well as in the Mu-
seum. Inquire at the Information Booth about schedules and
possible transportation to the site. There is a small admission
charge to the Museum-admission to the Park and Gazebo area
is free.

** The instrumental music for this event is made possible by
the Recording Companies of America through the Music Perfor-
mance Trust Fund, a public service organization created under
agreement with the American Federation of Musicians. The
grant for this performance was obtained with the cooperation of
the Santa Rosa Local 292, A. F. of M. and the Valley of the Moon
Vintage Festival Association, Inc.

Sunday, September 26

INFORMATION BOOTH - Courtesy - Soroptimist Club of Sonoma Valley
Saturday and Sunday - Located near Bear Flag Monument - N.E. Corner of Plaza

5th Annual Vintage Run
Seven Flags of Sonoma (written by
Ruth Akin)

Montichorus - Renaissance music to
contemporary in all their festival ap-
pearances

8:00 a.m.
10:00 am
11:30 am
12:00 Noon
12:00 Noon
12:00-2:00 pm
12:30-1:00 pm
1:00 pm

Grape Stompin'
Tombstone Express
** Appleknockers Dixieland Band
Sonoma Strings
Eye of the Pyramid (Middle Eastern
Folk Dancing)
Vallejo-Haraszthy Wedding
Zayra - Earth Dancing
(workshop for everyone)

1:00 pm
1:00-2:00 pm
1:30-2:00 pm
2:00 pm

At the Mission
Rose Garden

2:00-4:00 pm
3:00 pm
3:00 pm
3:00-4:00 pm
3:00-5:00 pm

Toscano Hotel
Grinstead Memorial Amphitheatre
S.W. Corner
E., S. & W. side of Plaza & First Street
West to Depot
S.W. Corner Plaza
S.W. Corner Plaza
North of City Hall
At the Mission
Under Big Tree N.E. Plaza
S.E. Corner Plaza
Rose Garden

3:30 pm
4:00-4:30 pm
4:00-6:00 pm
4:00-6:00 pm
4:00-6:00 pm

** Musicians' Union Concert Band
Steve Braet, Conductor
Tombstone Express
Peter Greenwood - Classical Guitar
Greco Accordion Ensemble
Dance Enigmas
Zayra - Earth Dancing
(workshop for everyone)
Firemen's Water Fight
Montichorus
Schellville Southside Blues Band
** Los Ritmos Latin Band
Jim Diamond Blues Revue
June School and the International
Folk Dancers

Spain St. N. Side of Plaza
General Vallejo's Home
Grinstead Memorial Amphitheatre
S.E. Corner Plaza
S.W. Corner Plaza
N.W. Corner Plaza

Cover idea and design (stolen, naturally):
John Lynch

Art work: Karri Haven and Jack Bradbury
Photographs: John Lynch, Jackie Kramer,
Rebecca Goehring, Tim Oglesby, Leslie Erick-
son

Herculean press work: Bill Waits
Thanks to the other staffers at the Index-Tri-
bune for their technical and spiritual support.
Special thanks to William Heintz, wine histo-
rian, and to all who were kind enough to share
their photographs.
And thanks, of course to J., P., G. & R.
A splendid time is guaranteed for all.